



***UKRAINE MEDIA PROJECT (U-Media)***

***ANNUAL REPORT***

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## Acronyms

AFJ	Association of Free Journalists
AUP	NGO Academy of Ukrainian Press ( <a href="http://www.aup.com.ua">www.aup.com.ua</a> )
CMG	Crimean Media Group
CVU	Committee of Ukrainian Voters ( <a href="http://www.cvu.org.ua">www.cvu.org.ua</a> )
CSO	Civil Society Organization
CUA	United Action Center UA
CURE	Center for Ukrainian Reform Education ( <a href="http://www.cure.org.ua">www.cure.org.ua</a> )
DIF	Democratic Initiatives Foundation ( <a href="http://www.dif.org.ua">www.dif.org.ua</a> )
DG	Democracy and Governance
EC	European Commission
EU	European Union
GoU	Government of Ukraine
IAB	Independent Association of Broadcasters ( <a href="http://www.nam.org.ua/">http://www.nam.org.ua/</a> )
IMI	NGO Institute of Mass Information ( <a href="http://imi.org.ua/">http://imi.org.ua/</a> )
IMTUU	Independent Media Trade Union of Ukraine ( <a href="http://nmpu.org.ua/">http://nmpu.org.ua/</a> )
IPCS	NGO Information Press Center ( <a href="http://www.ipc.crimea.ua/">http://www.ipc.crimea.ua/</a> )
IR	Investigative Reporting
IT	“Informtavrika” (IT) of “Kafa” newspaper
IUA	NGO Internews Ukraine ( <a href="http://www.internews.ua">http://www.internews.ua</a> )
IWP	Institute for World Policy ( <a href="http://iwp.org.ua">http://iwp.org.ua</a> )
KhPC	Kherson Press Club
LCD	Local Capacity Development
LPC	NGO Lviv Press Club ( <a href="http://pressclub.lviv.ua/">http://pressclub.lviv.ua/</a> )
MLI	NGO Media Law Institute ( <a href="http://www.medialaw.kiev.ua/">http://www.medialaw.kiev.ua/</a> )
MSI	Media Sustainability Index
NG	NGO “Nashi Groshi”
OCVU	Odessa Committee of Voters of Ukraine
PACT	Implementer of UNITER program ( <a href="http://www.pactworld.org">www.pactworld.org</a> )
PI	NGO “Platforma Idey”

PMEP	Performance Monitoring and Evaluation Plan
RAIR	Rivne Agency for Investigative Reporting ( <a href="http://4vlada.com/">http://4vlada.com/</a> )
RPDI	NGO Regional Press Development Institute ( <a href="http://www.irrp.org.ua/">http://www.irrp.org.ua/</a> )
SF	“Suspilnist” (Society) Foundation
SVDM	Bureau of Investigative Journalism "Svidomo" ( <a href="http://www.svidomo.org">http://www.svidomo.org</a> )
TIRD	Tavriya Institute for Regional Development ( <a href="http://www.blackseanews.net/">http://www.blackseanews.net/</a> )
TK	NGO Telekritika ( <a href="http://www.telekritika.ua">www.telekritika.ua</a> )
TPC	Ternopil Press Club
UAPP	Ukrainian Association of Press Publishers ( <a href="http://www.uapp.org/">http://www.uapp.org/</a> )
UCU	Ukrainian Catholic University
U-Media	Ukraine Media Project (previously the Strengthening Independent Media in Ukraine program) ( <a href="http://www.umedia.kiev.ua">www.umedia.kiev.ua</a> )
UPC	Uzhhorod Press Club
USAID	US Agency for International Development

## Introduction

Internews is pleased to submit the Ukraine Media Project (U-Media) Annual Report for the October 1, 2012 – September 30, 2013 period. The Ukraine Media Project was awarded by USAID to Internews in August 2011 and launched on October 1, 2011. The Ukraine Media project follows the eight-year USAID media support program, *Strengthening Independent Media in Ukraine*, also known as U-Media and implemented by Internews.

U-Media is implemented according to the following program Objectives:

1. Support and Promote Freedom of Speech and Media Independence;
2. Increase the Variety of News Sources and Improve News Quality;
3. Improve the Enabling Environment for Media and Freedom of Speech; and
4. Improve Organizational Capacity of Ukrainian Media CSOs.

Internews would like to highlight key accomplishments for the reporting period:

- The **Academy of Ukrainian Press (AUP)**, with U-Media support, launched a pilot media literacy program in 2011 to give college and secondary school teachers the skills they need to instruct their students in media literacy. In March 2013, the Ministry of Education and Science recognized the success of this pilot when it announced the introduction of a media literacy course for Ukrainian secondary schools and pedagogical universities (the schools that train people to become secondary school teachers). AUP employed international best practices to develop a media literacy curriculum for Ukrainian universities, colleges and schools in cooperation with the Institute of Innovative Technologies and Content of Education of the Ministry of Education and Science of Ukraine. Twelve of the 36 pedagogical colleges participating in the AUP program have included the media literacy course into their 2013-2014 curricula so far: six launched the course in September and six others will offer it beginning in January 2014. AUP continues to offer support for teachers through its regional training centers in Kharkiv and Crimea as well as through a variety of [resources on its website](#).
- Two investigations of the **Center for Investigative Journalism** (Crimea) on land issues resulted in investigations by the General Prosecutor's Office in Crimea. IPC's investigation on the illegal closure of Black Sea beaches to public use in Crimea led to a General Prosecutor's investigation and helped Crimean citizens regain access to several beaches. In August 2013, Deputy Prosecutor of Crimea Igor Shapkin<sup>1</sup> reported on the results of the investigation in his interview for the IPC TV program "Issues of National Security." In another case, the Center investigated collusion between authorities and developers to clear Simferopol's publicly-owned forest to make way for housing developments.<sup>2</sup> As a result of the investigation, Crimean Chief Prosecutor Vyacheslav Pavlov promised to stop corrupt land development schemes in an interview in the April 2013 "Weekly Mirror" newspaper.
- Through six 10-minute documentaries featuring EU integration case studies, the **"Ukrainian House" NGO** (in cooperation with **Chernomorskaya TV**) demonstrated to a Crimean audience how EU membership promotes reforms in all sectors and how citizens can make an impact on important decisions about the future direction of Ukraine. The documentaries premiered on the Chernomorskaya TV channel and were then shared through U-Media partner Independent Association of Broadcasters' content-sharing system, the **Nonprofit TV and Radio**

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<sup>1</sup> <http://investigator.org.ua/articles/71077/>, <http://investigator.org.ua/articles/96570/>

<sup>2</sup> <http://investigator.org.ua/articles/83932/>

Courier. Each program focused on important social sector issues such as health care reform, local government performance, creation of a favorable environment for small and medium enterprise development, education reform, and land reform. The audience for each documentary in Crimea was up to 30,000 viewers.

- The **Kyiv Investigative Reporting Agency** published an investigative story «President's Friends Earned Money on Social Facilities Renovations» (November, 2012, <http://bit.ly/WarAX4>) about the misuse of UAH 2 billion that was allocated under the Kyoto Protocol for renovation of hundreds of schools, kindergartens, hospitals and elder care houses. The report revealed that the contractors chosen by the GoU to do this work were close to President Yanukovich, procurement prices were over-estimated by several times, and most of the renovations were never done. Politicians took note of the investigation, and the Parliamentary Committee on Fighting Against Crimes and Corruption established a temporary investigative commission to investigate the case.
- After 4 years of external assessment of partners' institutional capacity, **U-Media pioneered the innovative SATT/OSS Self-Assessment Program** that equips partners with the skills they need to evaluate their own institutional capacity beyond the U-Media project. The SATT/OSS Self-Assessment Program was launched in March 2013, when U-Media organized a training in monitoring and evaluation systems and organizational self-assessment techniques for institutional and core partners. Internews consultant Catherine Barnes, who specializes in local capacity development, developed a plan for partner NGOs to assess their own institutional capacity. U-Media managers, in tandem with Ms. Barnes, developed a scoring system and templates for conducting self-assessments. In July-August, 2013, **IUA, TK, IAB and RPD** conducted their first organizational self-assessments. After a lessons-learned session, four more partners followed suit (**MLI, IPC-Simferopol, IMI and UAPP**).
- Several U-Media subgrantees conducted activities in support of free and fair parliamentary elections on October 28, 2012. U-Media monitoring partners analyzed news coverage of the election campaign and the post-election period. Internews Ukraine created a crowdsourced web platform called Elect UA, which allowed the public to post election violation reports directly onto a virtual map of Ukraine. In addition to Institutional and Core partners, the following organizations implemented election projects in 2012: Democratic Initiatives Foundation (DIF), Kherson Press Club (KhPC), Lviv Press Club (LPC), Odessa Committee of Voters of Ukraine (OCVU), Suspilnist (Society) Foundation (SF), Ternopil Press Club (TPC), Uzhhorod Press Club (UPC) and Crimean "Briz" TV-radio Company.

In Year 2, U-Media provided 13 grants to applicants through its Open Door grants program, which regularly solicits proposals of up to \$25,000 from media and civil society organizations.

In January and February 2013, Internews analyzed and distributed the results of a study conducted by the local research company InMind for the U-Media project. InMind surveyed 4,047 citizens in 10 regions of Ukraine in September and October of 2012. The sample consisted of respondents in cities with populations of 50,000 or more. InMind also surveyed 200 journalists about their perceptions of their own professional standards. The surveys yielded valuable insights into how Ukrainians get their news and how Ukrainian journalists gather the news they provide to the public. For more about these surveys, see *Other Activities*.

## Approach to Implementation

U-Media aims to support and develop the Ukrainian media sector through activities that protect freedom of speech, improve the media enabling environment, create opportunities for new and innovative approaches by Ukrainian media outlets, and strengthen the capacity of media CSO leaders to effectively represent their constituencies.

U-Media's research-based approach to local capacity development (LCD) ensures that subgrantee organizational development needs are identified and then addressed through training, consultation, and subgrant assistance. U-Media is committed to preparing at least three local organizations to be influential and strong players in the Ukrainian media market and to be ready to receive direct USAID assistance by the end of Year Three of the project.

U-Media administers subgrants to Ukrainian NGOs and media outlets that support the development of an independent media, increase access to public information and improve the legal environment for media activities. U-Media technical advisors provide assistance and training to partners in the areas of new media and convergent newsrooms, professional journalism standards, and investigative journalism. U-Media includes institutional capacity building components in institutional and core subgrants, and also designs and manages organizational development trainings for selected partners. In Year 2, U-Media launched a pilot project that trained partner CSOs in assessing their own institutional capacity development.

Partners' reports for each active subgrant can be found in **Attachment 1, Subgrant Reports**.

### Subgrantee Categories

The subgrantee categories and subgrant types described below reflect the diverse levels of institutional capacity, quality of service delivery, and demand for financial support of the local organizations that receive U-Media funding. At the end of each fiscal year, Internews evaluates the organizational development progress of all partners and makes adjustments to these groupings as necessary, in consultation with USAID.

#### *Institutional partners*

Internews believes these organizations are most likely to be ready to play a leading role in the media CSO sector and receive direct assistance from USAID by the end of project Year 3.<sup>3</sup> Institutional partners include:

1. Telekritika (TK), a web-based media watchdog providing monitoring, critical assessments and in-depth analysis of Ukrainian TV and radio content and Ukrainian media trends;
2. Internews Ukraine (IUA), a CSO empowering independent and pluralistic media in Ukraine by improving journalism standards, refining the media legislative framework in Ukraine and promoting the use of new media;
3. Independent Association of Broadcasters (IAB), the largest professional association of electronic mass media in Ukraine providing its 71 regional broadcasting company members with legal, educational and informational support;

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<sup>3</sup> According to the Cooperative Agreement between Internews and USAID, 3 U-Media subgrantees will be ready to receive direct assistance by the end of Year 3 of the project.

4. Information & Press Center (IPC-Simferopol), a leading Crimea-based journalism organization that provides legal support, internet access, and a reference library to local media, in addition to producing original investigative content for television.

#### *Core partners*

Core partners are organizations that have been working with U-Media for the past 4-6 years (some longer), have strong track records as service providers (some are considered leaders in their technical areas), and have made strides in organizational capacity development.

#### *Core Partners Include:*

1. Regional Press Development Institute (RPDI), which provides training and education for print media professionals; promotes partnerships and exchange of information and experience between media outlets of Ukraine and other countries; and designs and delivers trainings and consultation for media professionals on new media technologies;
2. Institute of Mass Information (IMI), which monitors adherence to laws on journalists' rights and provides training and legal support to journalists. IMI publishes textbooks and reference materials, measures and tracks public opinion, and conducts public discussions in regions on practical issues related to media sector development;
3. Academy of Ukrainian Press (AUP), which conducts quantitative monitoring and content analysis of national prime-time news programs, and implements a School of Social Journalism to improve journalists' capacity to cover and report on public health and social issues;
4. Media Law Institute (MLI), which supports media law development, freedom of speech, and access to information in Ukraine through legislative development, research, and education for a variety of media-related and government counterparts;
5. Ukrainian Association of Press Publishers (UAPP), which represents the interests of publishers and increases the competitiveness and investment attractiveness of its members by providing training, as well as legal and information support to the print sector;
6. Center for Ukrainian Reform Education (CURE), which coordinates a group of regional experts conducting monthly media monitoring of print and Internet media in five regions of Ukraine - Donetsk, Lviv, Sumy, Vinnytsia and Kharkiv. CURE implements an outreach strategy to distribute monitoring results and increase public discussion about journalism quality;
7. Citizen Bureau Svidomo, which conducts investigative reports on social, educational, medical, environmental, housing, and other issues affecting the general public;
8. Lviv Press Club (LPC), which increases public access to information and serves as the platform for different political parties, local officials, CSOs, and civic leaders to discuss important issues of social and economic development of the region.

When evaluating proposals from existing subgrantees for continued funding, U-Media applies a set of criteria designed to capture the effectiveness of each applicant's prior activities, whether they have reached the goals they set for themselves, and their progress toward improving their own institutional capacity. These results help U-Media to determine not only which groups will continue to receive funding, but also encourage organizations to focus on their strengths. U-Media may decide to discontinue funding if results have not been achieved and/or a subgrantee has shown insufficient progress in capacity development.

#### *New/Emerging partners*



During the reporting period, U-Media continued working with several less mature or newly formed organizations, mostly regional, which came on board through the Open Door Grants competition. In addition to overseeing their programmatic activities, U-Media identified training opportunities for this group of partners through the [NGO Marketplace](#) and organized group trainings for them within the U-Media capacity building component. Among the partners in this group demonstrating good performance in both programmatic activities and capacity building were:

- Independent National Media Trade Union (NIMTU)
- Suspilnist (Society) Foundation
- Rivne Agency for Investigative Reporting (RAIR)
- Ternopil Press Club (TPC)
- Volyn (Lutsk) Press Club
- Ukrainian Catholic University, Lviv

## Media Environment

The past year marked a turning point for Ukraine's journalists, who faced unprecedented threats to their freedom and livelihoods. The year will be remembered for the many attacks against independent media, from physical confrontations to elaborate corporate raider schemes that failed all tests of fairness, transparency, and even legality. It will also be remembered for the efforts of journalists to fight for their right to freely practice their profession.

A journalism community that began the year dispirited and defeated had, by year's end, developed a renewed sense of its mission to inform Ukrainians as the government prepared to sign an association agreement with Europe and presidential elections approach in 2015. Pushed to their limits, journalists have begun to push back.

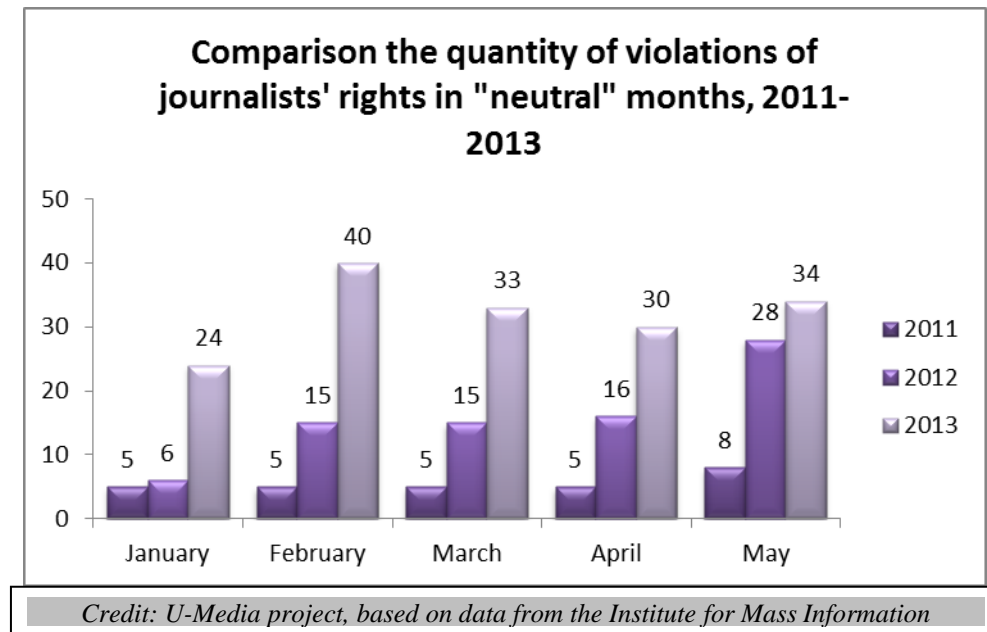
### *Attacks on Journalists*

Not surprisingly, journalists faced increased threats to their safety during the 2012 parliamentary election cycle (see chart below). As the media exposed campaign violations and other types of election fraud, they put themselves at risk of lawsuits, arrest, pressure from authorities and employers, and physical beatings.



The rate of attacks did not fall off steeply after the 2012 elections, but rather kept up at an alarmingly high pace. The graph below compares levels of attacks on journalists during three non-election periods – the first five months of 2013 were compared with the same five-month period in 2012 (before parliamentary election campaigning started) and in 2011. This comparison shows that the number of attacks on journalists, both physical and legal, was significantly higher in 2013 than in either of the previous two years.

Ukraine's journalists suffered a total of 102 physical and legal attacks in 2011. This figure jumped to 407 in the election year 2012. By the end of August 2013, journalists had been the victims of 252 violations<sup>4</sup>.



The most infamous violation occurred on May 18, 2013, when Channel 5 journalist Olga Snitsarchuk and *Kommersant* photographer Vladyslav Sodel were injured during a scuffle that took place during competing rallies of the opposition parties' "Rise Up, Ukraine!" campaign and a Party of Regions anti-fascism protest. The journalists were beaten by men who were later revealed to be hired by the Party of Regions to create disorder in the opposition rally. Snitsarchuk and Sodel were attacked in front of Ukraine's main law enforcement building, while police officers stood by and did nothing to restore order. The first government response to this beating came from Premier Mykola Azarov, who threatened to strip the credentials of a group of *Stop Censorship!* journalists who asked for an official response to the beatings. The attack, and the government's derisive response, galvanized the media community to action; they sought help from the international community, which used the publicity of shame to force the authorities to investigate the case. The three assailants were sentenced in August 2013 (one to three years in prison with a two-year probation period, and two others to two years in prison with an 18-month probation period), and all were directed to pay small damages payments to the journalists.

Although the sentences were light, the episode convinced media activists that their efforts *can* have impact. The *Stop Censorship!* movement continues to be very successful in raising awareness regarding the dangers journalists face and the need to protect their safety and legal rights. On September 16, 2013, *Stop Censorship!* organized a candlelight vigil in 11 cities for Georgiy Gongadze, a defiantly independent journalist whose decapitated body was found in a forest outside Kyiv in 2000. One suspect was convicted for the crime only in 2013, but observers were critical of the judicial process and remain

<sup>4</sup> Institute for Mass Information, "Barometer of Press Freedom" report for September 2013  
<http://imi.org.ua/barametr/41710-freedom-of-speech-barometer-august-2013.html>

convinced that Gongadze's real killers remain free and under the protection of the Yanukovych administration.



September 2013 vigil for murdered journalist Georgiy Gongadze in Kyiv (photo credit: Telekritika)

### ***The Year of the Corporate Raider***

The year 2013 was the year of the corporate takeover. Media owners who had not shied away from running coverage criticizing the ruling Party of Regions suddenly sold their assets to buyers who either sit in government or have close ties to the government. In one case, minority shareholders used a combination of legal manipulation and muscle to take control of the TVi television network. The result in each case was the defection of strong journalists and the deterioration of news quality.

Media observers had been encouraged in 2012 when **INTER network**, one of Ukraine's top TV channels, began a process of reform. Majority owner Valeriy Khoroshkovsky, a former deputy prime minister who opposed Prime Minister Mykola Azarov, established a public council comprised of respected journalists and media critics, balanced the tone of newscasts, rejuvenated a prime-time talk show with a new host, and promised to develop a hard-hitting investigative journalism program.

Soon after, however, Khoroshkovsky sold his stake in the INTER network to Presidential chief of staff Serhiy Lyovochkin and billionaire Dmytro Firtash. Most observers believed that the sale (and Khoroshkovsky's subsequent escape to Warsaw) marked the end of the transition process for INTER TV from a pro-government mouthpiece to a station committed to providing professional and balanced news. Monitoring reports have confirmed that belief.

Print and online media were also targeted over the past twelve months. In mid-June 2013, **UMH group**, one of the biggest print publishers in Ukraine, was bought by Serhiy Kurchenko, a 27-year old multimillionaire. UMH publishes the highly respected *Korrespondent* and *Forbes Ukraine* online news sites; *Forbes.UA* journalists had investigated Kurchenko ties to gas smuggling for an article titled “The Gas King of All Ukraine.” When the sale was announced, the chief editor of *Forbes.UA*, Vladimir Fedorin, immediately announced his decision to leave the publication and claimed that the buyer was not interested in investing in good journalism, but rather in silencing it. He was replaced in late July, and the deputy online editor and one of the top investigative journalists, Sevgil Musaeva, resigned soon after. Musaeva commented that she felt it would be unethical to work for a man whom she had spent six months investigating.

TVi, a station that had dared to produce news critical of the ruling party, survived an attempt by the tax office to close its doors, only to suffer a hostile takeover by a shareholder who has yet to prove he is entitled to take control of the station (and in fact now denies he ever wanted control of the broadcaster). As a result, 31 skilled TVi journalists quit the station in April, leaving behind a news service that fails to meet professional standards. A court in London is now hearing the fraud case of Konstantin Kagolovsky v. Oleksandr Altmann, to determine if the former was cheated out of his TV station by the latter. In a curious twist, now that the station’s ownership has changed and the content has softened, many of the 80 cable networks that had dropped the station a year ago have now welcomed TVi back into the fold.<sup>5</sup>

### ***Fighting Back***

Ukraine has not yet developed a strategy for keeping local TV broadcasters on the air after the switchover to digital broadcasting takes place in 2015. The licensing process for receipt of digital frequencies has thus far not been fair or transparent. Some broadcasters are already moving to the Internet, but some may disappear, and those which survive stand to lose a large portion of their audience. Local stations will lose their analog licenses in 2015 and are looking for opportunities to join cable

### ***Digital Dialogue***



**Yulia Vinokur**, general director, TV-4, Ternopil:

*“Our TV-company is one of the oldest in Ukraine - 22 years old - the same age as our country. When we didn’t get a digital license, we worried a lot, as our channel has earned a great reputation, and earned the audience’s attention. The main task of a regional broadcaster is to broadcast, no matter what technology is being used – analogue, digital, cable, satellite or internet.”*



**Mykola Fartushnyi**,  
member of National Council on TV and Radio:

*“I am surprised by this negative angle in our discussion. If we look at the European experience – they have many more problems regarding regional broadcasters. According to the Geneva agreement there are no preferences to regional broadcasters. We do give such preferences. For example, we offered broadcasters the option to create consortiums and apply for a license jointly. The problem of terrestrial TV is organizational, technical, but not political.”*



**Gennadiy Sergeev**,  
general director of TV station “Chernivtsi”:

*“We are glad that the National Council included creation of local multiplexes in its development plan. Our station has its own production, 16 out of 24 hours are programs of our own production, and it’s not important what the delivery method to the audience is, just that it is delivered. It is not so easy to eliminate regional broadcasters.”*

<sup>5</sup> “TVi Blackout,” by Denys Bigus, Kyiv Post, 19 September 2013



### *Hope for the New Generation*

With so much of the traditional media controlled either by local governments or pro-government oligarchs who buy and sanitize private media, journalists and media CSOs are turning more and more to the internet, and to the next generation of journalists who have the journalistic and entrepreneurial skills to use this new medium to its full potential.

**The Ternopil Press Club (TPC)** runs a new media school to provide journalism students with skills in multimedia content production and gives them a place to publish their work (<http://pressclub.te.ua/>). TPC member journalists provide guidance to these young journalists in monthly meetings. This mentorship provides the kind of hands-on instruction that is not possible in the classroom.

**The Ukrainian Catholic University** in Lviv conducts a Political Reporting School for their journalism students and students of Ivan Franko National University. The classes focus on the skills needed for political reporting and are taught by well-known journalists. UCU added a practicum to the training by pairing the students with professional journalists who observed 10 polling stations across Ukraine during the 2012 parliamentary elections. The teams produced and published their reporting in national and regional media.



In Zhytomyr, the regional youth organization “**Modern Format**” provides one-day new media trainings for journalism students from various local colleges to train them in new media content production. Ukraine’s young journalists are entrepreneurial and see great opportunities in online technologies. Three graduates of the program created their own online magazine <http://www.li4nost.in.ua/>, and employed nine other students to staff it.

networks and/or satellite providers. The Independent Association of Broadcasters, a U-Media partner, is actively advocating for a fair deal for smaller TV networks throughout the country and engages with regulators on this issue at every opportunity.

Not content to passively accept this fate, regional TV station directors are speaking out about their plight. At IAB’s annual conference on Digital Broadcasting in Ukraine in September 2013, Gennadij Sergeev, Director of Chernivsti TV, and Yulia Vynokur, Director of TV-4 Ternopil, shared the stage with Mykola Fartushnyi, member of the National Council on TV and Radio. The TV station directors did not pull punches when they blamed the National Council for favoring national networks, including some that still exist only on paper, with licenses at the expense of local stations that have served their audiences for decades. Fartushnyi reacted strongly to their accusations, and pressed them to observe proper decorum and to not inject politics into an issue he insists is a matter of technology only.

In perhaps the boldest protest against the assault on independent media in Ukraine, 31 journalists at TVi walked off the job en masse in April 2013, in protest against the hostile takeover of the station in March 2013. The defection was a bold move, yet also worrying; Ukraine can hardly afford to lose yet another media voice that has dared to expose corruption at all levels, including among the ruling elite.

### *Meeting Public Demand for a Public Broadcaster*

After several years in development, a Draft Law on Public Broadcasting passed its first reading in Parliament in July 2013, and was prepared for second reading on September 19, 2013. According to the Law, the National Public Broadcaster will be comprised of regional state television and radio companies and funded from the state budget within four years of the Law’s passage. Eventually it will be funded through customer fees for the distribution and sale of TV and radio content as well as through charitable donations.

The Public Broadcasting initiative will be complimented by a Destatization Law that will guide the privatization of state-funded newspapers. These publications have reflected the views of local and national government figures for several decades. Mykola Tomenko, Chair of the Parliamentary Committee for Freedom of Speech and Information, promised that starting in 2015, the destatization process will be in place for all print media founded by national and local authorities. These media will have one year to comply with the law by privatizing their publications.

Not content to wait any longer for public broadcasting and destatization to arrive in Ukraine, a group of senior journalists, comprised of the best of the exiled TVi reporters and journalists from the Slidstvo.tv investigative journalism agency, launched their own public broadcasting initiative in June 2013.

Hromadske.tv (Public.tv) is a web-TV channel designed to offer Ukrainians an alternative to the pro-government mainstream channels. These journalists will produce investigative features, news, entertainment, and children's programming for viewing online. The timing for launching web-based broadcasting is good: Internet access is spreading rapidly in Ukraine, and recent surveys indicate that more and more Ukrainians are turning to the Internet for news and information. Thanks to an open, competitive market, Internet service is fast and affordable in Ukraine (on average USD \$9 per month), and is becoming more popular (internet use increased from 32% in 2010 to 57% in 2013). Internews surveying in late 2012 found that 60% of Ukrainian internet users access news sites when they go online.<sup>6</sup> While ambitious, the concept for Hromadske.TV shows that Ukraine's journalists are still fighting, despite many obstacles, to provide space for the independent exchange of ideas through the media.

### ***The Year Ahead***

The Ukrainian government is channeling all efforts into meeting the terms of the European Union in order to sign the Association Agreement in November 2013. Among the many laws that must be introduced by that date is the Election Law for repeat votes in five regions of Ukraine. Currently, the Draft Law on Repeat Elections, made necessary by flawed election procedures held in five ridings during the 2012 Parliamentary Elections, contains new language that requires media to report on the elections according to facts; misrepresentation of information will not be allowed, as it was during the parliamentary elections of 2012. There are no strengthened institutional mechanisms, however, to ensure that the media follows these directives.<sup>7</sup>

According to the Draft Law on Repeat Elections, media monitoring results compiled by independent NGOs, including those of U-Media partners, will be used by the National Council for Television and Radio Broadcasting to adjudicate complaints about media violations.<sup>8</sup> Thus, U-Media partners will become central participants in this election cycle. In the first two years of the current U-Media project, Internews prepared partners to report on and monitor the parliamentary elections. In the coming year, U-Media partners will demonstrate the results of this training by providing accurate coverage and monitoring of the run-up to the 2015 presidential elections, so that Ukrainians will have alternatives to the mainstream media's pro-government coverage and be fully informed about their choices on Election Day.

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<sup>6</sup> "Research of Media Development in Ukraine – Audience: General Public," a survey by Internews and InMind Factum Group, Slide 56, November 2012, <http://www.slideshare.net/umedia/inmindinternewsmediaaudiencesurvey2012part1eng>.

<sup>7</sup> Venice Commission and OSCE/Office for Democratic Institutions and Human Rights (ODIHR) Joint Opinion on Draft Law of Repeat Elections of Ukraine, 17 June 2013, page 16.

<sup>8</sup> Venice Commission and OSCE/ODIHR Joint Opinion on Draft Law of Repeat Elections of Ukraine, page 16.

## Key Activities and Results by Objective

### Objective 1: SUPPORT AND PROMOTE FREEDOM OF SPEECH AND MEDIA INDEPENDENCE

- **Academy of Ukrainian Press (AUP)** held three waves of content analysis with U-Media support. Monitoring enabled AUP to identify a sharp decline in journalism standards at TVi after changes in the channel's top management in April (up to a 20% decline in news quality). The INTER channel featured the most balanced attention to representatives of various political groups. However, in June, AUP's monitors recorded the highest degree of imbalance in overall TV coverage of government vs. opposition representatives. None of the channels challenged AUP's monitoring, as it is conducted according to sound principles; the AUP monitoring reports are highly regarded by international organizations, embassies and Ukrainian media NGOs.

"CURE monitoring provides an opportunity to see the real picture in regional media; it raises unethical aspects of journalism, about which journalists forget in their daily routine. I would encourage experts to distribute and discuss monitoring findings as widely as possible, because constructive criticism makes results."  
- Svetlana Vishnevskaya, Chief Editor, Portal "Vinnitsa OK"
- **Center for Ukrainian Reform Education (CURE)** conducted 12 waves of regional media monitoring in five regions of Ukraine - Donetsk, Lviv, Vinnitsa, Sumy and Kharkiv regions. The monitoring identified concealed advertisements (*jeansa*) and measured levels of professional journalism in six local newspapers and two online media in each region. The monitoring enabled regional journalists to recognize deficiencies in local media content and compare their media with that in other regions. Regional expert groups held public discussions on *jeansa* in Vinnitsa, Sumy, Kharkiv, and Donetsk that involved 65 regional journalists. CURE's discussions resulted in improvements in content at several regional media: Lviv online media *ZIK* (<http://zik.ua>) started marking all paid reports with the label "advertising"; *My Vinnitsa* (<http://myvin.com.ua>) properly marks promotional materials "advertisement." (Before CURE's project, they labeled this content with an "R," which did not mean anything to the reading public.) Vinnitsa newspaper *Real* did not publish any *jeansa* in June-July 2013. After publications of monitoring reports, presentations and regional discussions, media and certain journalists from Zhytomyr, Lutsk, Poltava and Dnipropetrovsk asked CURE's coordinator to include their outlets in CURE's regional media monitoring program.

"Regional journalism in Ukraine endures the worst times: incomes of media fall, consequently the professionalism and ethics of journalists become lower. Many newsrooms have already forgotten about professional standards. That is why the monitoring in Kharkiv region is objective reality; it reminds journalists that media are not service staff for governors or oligarchs, but should play its civic role in society development in accordance to professional standards and law"  
- Oleksandr Shvets, Chief Editor, Guberniya magazine, Kharkiv



- **The Legal Bureau (LB) of the Independent Media Trade Union of Ukraine (IMTUU)** provided 712 consultations (more than double the 350 planned) and initiated court proceedings in 9 cases on behalf of journalists (both IMTUU members and non-members). An increasing number of journalists applied for consultations from the LB to protect their rights, which indicates increasing levels of legal awareness among journalists, their willingness to oppose pressure in court and their refusal to submit to unreasonable demands from media owners, public authorities, and law enforcement agencies.

IMTUU conducted 3 workshops on “Security and Legal Protection of Journalists: Shop-Floor Union Organizations as an Effective Tool to Protect Journalists' Rights,” in Lviv, Chernivtsi and Lutsk, for 45 journalists.

As a result of the work of IMTUU and the LB, two IMTUU local branches were set up in Kyiv and Lviv, one branch was established at TVi; and two other grassroots trade union organizations are in development.

## **Objective 2: INCREASE VARIETY OF NEWS SOURCES AND IMPROVE NEWS QUALITY**

On September 1, 2013 **Lviv Press Club** launched an unbiased multimedia portal, “Daily Lviv,” that informs the community about the performance of local authorities in terms of the Law on Access to Public Information. Thirty percent of articles and 20% of the video news stories reported on official information requests that the LPC submitted to local authorities. LPC submitted 88 information requests to local authorities, and 79 requests were answered within five days (in accordance with the Law). LPC submitted the other 9 requests repeatedly but they have yet to be answered. LPC submitted requests on topics including solid waste management in Lviv, the pros and cons of holding the EuroBasket 2015 event in Lviv, the clearing and export of Carpathian forests, projects to build bicycle lane access in Lviv, and the principles and scope of governmental grant projects. A number of Lviv media outlets are regularly using LPC’s information requests to prepare their own news coverage. <http://bit.ly/14lK9lX>, <http://bit.ly/16hnUXl>.

The journalists of the **Sumy Center for Regional Policy Studies’ (CRPS) SumyNews Internet TV** employed innovative techniques using video-streaming and video-on-demand technologies to create programming that was widely distributed through social networks. They became skilled in creating video products that reflect important social issues -- something that has not been seen before in the Sumy region. *SumyNews* produced two online programs, *Night Watch* and *[R]evolution*. Because political news and announcements typically appear only in traditional media in the region, *SumyNews’* practice of posting video news online and on social networks, as well as its significant local audience, motivated many Sumy politicians and journalists to become active in social media for the first time. [Sumynews.com](http://Sumynews.com) was used to spur meaningful dialogue between journalists and experts on social and political issues and events in Sumy.

## Parliamentary Elections 2012

U-Media supported a wide range of activities devoted to informing voters in Ukraine's October 28, 2012 Parliamentary Elections. Partner agencies monitored the media for political bias, trained reporters in election coverage, and provided advice hotlines for reporters who encountered obstacles while trying to report on Election Day. U-Media worked with Internews Ukraine to create an innovative crowdsourcing map of elections violations, Elect.UA, which became so popular that it was targeted, unsuccessfully, with a DDOS attack that threatened to shut the website down when it was most needed. U-Media's elections activities included:

- The **Academy of Ukrainian Press (AUP)** distributed results of four waves of content analysis of news programs on eight national TV channels (April, June, August and September 2012). AUP reported that professional journalism standards dropped dramatically, TV news was unbalanced, and law enforcement bodies became the key newsmakers among political institutions during the election period. AUP's analysis appeared in 80 publications in print and online media outlets. International organizations such as OSCE/ODIHR, the European Network of Election Monitoring Organizations (ENEMO) Mission to Ukraine, the Canadian Observation Mission, and the National Democratic Institute (NDI), recognized the AUP reports as a professional and independent source of information for their groups of election observers.
- The **Institute of Mass Information (IMI)** monitored access of various political parties to Ukrainian media during the elections campaign. IMI organized a group of partners, such as Telekritika (TK), the Academy of Ukrainian Press (AUP) and the Committee of Equal Opportunities, to sign a Memorandum "Open News for Honest Elections" with the leading national TV channels (INTER, ICTV, New Channel, STB, *Ukraina* Channel, and First National Channel). The initiative encouraged professional communication among the TV channels with the purpose of raising the level of journalistic standards and improving the quality of news content. The Memorandum was signed on September 19, 2012, and improvements were seen at INTER channel; this channel took the further step of establishing a Public Council comprised of U-Media partner groups to advise on news content even after the elections.
- The **Regional Press Development Institute (RPDI)** trained 48 journalists on editorial standards and legal aspects of elections coverage such as rights and restrictions for journalists during the elections period, protecting oneself from criminal responsibility, standards of balanced, unbiased and truthful information, and coverage of single-mandate candidates and public officials.
- **Information and Press Centers** in Crimea provided equal opportunities for representatives of various political forces by hosting 14 press conferences involving representatives of authorities, political parties, campaign offices, media and CSOs. This gave a voice to all participants of the election process and contributed to the flow of quality information which empowered citizens to make informed decisions.
- As part of its program to support the "Chesno" movement for honest government, the **Media Law Institute (MLI)** examined the profiles of 1,500 candidates on party lists and single-mandate candidates during the 2012 Parliamentary Election campaign, ensuring that Chesno was protected from legal actions by the candidates who were unhappy with receiving a negative evaluation based on past performance.

- **Internews Ukraine (IUA)**, with its crowdsourcing mapping project [ElectUA.org](http://ElectUA.org), created an opportunity for citizens to participate in the monitoring of the 2012 Parliamentary elections. The project team ran a nationwide public information campaign promoting the site, and people submitted reports about violations during the campaign and on Election Day to [ElectUA.org](http://ElectUA.org) moderators through a variety of online and mobile platforms. Internews Ukraine's [ElectUA](http://ElectUA.org) partners included OPORA, CVU (Committee of Voters of Ukraine), Chesno, Laboratory for Legislative Initiatives, "Suspihnyi" (Society) Foundation, "Correspondent," and "Ukrainska Pravda." Between early September 2012 and early November 2012, [ElectUA](http://ElectUA.org) received 1,723 violation reports from citizens throughout the country. On voting day, October 28, the [ElectUA](http://ElectUA.org) crowdsourcing platform received 368 violation alerts. [ElectUA](http://ElectUA.org) and several other websites (including opposition party sites and the election violation mapping sites of OPORA and Maidan) were the victims of massive DDOS attacks on Election Day. It was evident that the attacks were guided from within Ukraine, as the parts of web platforms housed on Ukrainian servers suffered most of all. The attacks continued repeatedly throughout October 28, but the Internews Ukraine team quickly established a mirror site, and all Facebook, Twitter, and mobile platforms remained functional.

### **Objective 3: IMPROVE THE ENABLING ENVIRONMENT FOR MEDIA AND FREEDOM OF SPEECH**

- **Internews Ukraine's (IUA) Media Expert Club** has become a well-known gathering of leading media representatives, including media lawyers, journalism experts and opinion leaders. At the Expert Club meeting on September 10, 2013, participants analyzed the information security situation in Ukraine, including fake news outlets and attacks on popular Ukrainian websites (e.g. "Ukrainska Pravda"). Experts' recommendations are relayed to the relevant Parliamentary Committees through members of the Expert Club who are also MPs – Mykola Knyazhytsky and Andriy Shevchenko (Batkivshchyna party).
- **Media Law Institute's** expert, Ihor Rozkladay, joined the Public Council under Ukraine's Ombudsman office. In July 2013, he initiated creation of a working group on protecting journalists' rights. The working group meetings will gather journalists, police representatives and activists to discuss conflicts between media representatives and police. The working group will outline the behavior that leads to conflict and will provide recommendations to journalists and police.
- In March 2013, the **Independent Association of Broadcasters (IAB)** supported the initiative of the Parliamentary Committee on Freedom of Speech and Information to conduct parliamentary hearings regarding the switchover to digital broadcasting in Ukraine. IAB filed requests with the Speaker of the Parliament and heads of factions to support Draft Law №1258 on conducting parliamentary hearings on digital broadcasting. The IAB proposal was supported by the Committee and by MP Vitaliy Klitschko (head of the UDAR party), who promised to promote the issue of Ukraine's transition to digital broadcasting. However, the Parliament voted against conducting hearings on the topic.

### **Objective 4: IMPROVE ORGANIZATIONAL CAPACITY OF UKRAINIAN MEDIA CSOS**

- As a result of **U-Media's Local Capacity Development program**, several partner NGOs were able to meet the organizational requirements of SIDA; Internews Ukraine and Telekritika secured direct core funding from SIDA after successfully undergoing international audits in

Spring 2013. The Media Law Institute and Independent Association of Broadcasters of Ukraine underwent SIDA organizational audits – MLI secured SIDA pre-award core funding and IAB is currently negotiating with SIDA on long-term funding of their institutional development.

- In February 2013, U-Media awarded a subgrant to the **CSO “ISAR Ednannia”** for an 8-month re-granting program to support emerging and less mature media CSOs in their organizational development. ISAR *Ednannia* has previous experience in administering a voucher system through the PACT/UNITER Marketplace <http://www.ngomarket.org.ua/>. During the reporting period ISAR awarded 4 individual vouchers (to Academy of Ukrainian Press, Lviv Press Club, Donetsk Press Club, NGO “Kurman”) and one group voucher (to Volyn Press Club and Rivne Press Club). The vouchers will be spent for organizational assessments, training on strategic planning and coaching on strategy development, training on fundraising, and further consultation on fundraising plan development. The total awarded amount is \$7,500.
- **Internews-Ukraine (IUA)** successfully concluded an international audit by PJSC “Deloitte & Touche USC” in April 2013. The audit expenses were allocated 50/50 between USAID and Swedish International Development Agency (SIDA).
- **Telekritika (TK)** concluded its 2012 audit in accordance with international accounting standards in March-April 2013. The audit was funded by Swedish International Development Agency (SIDA) and conducted by NGM Group Consulting. According to the agreement with SIDA, the final audit report was shared with Internews.
- Three more of **IPC-Simferopol’s** media centers – IPC-Feodosiya, IPC-Yevpatoriya, and IPC-Big Yalta – were registered as CSOs at the Ministry of Justice. IPC-Simferopol continues playing its role as a coordinator of the media centers network and assisting them in their institutional capacity building.
- **Regional Press Development Institute (RPDI)** developed its 2013 Operational Plan and Budget for 2013 based on its Strategic Concept. As part of its strategy to become an umbrella organization for journalists and media, RPDI launched a joint project with the Common Europe Foundation of Poland; TOL in the Czech Republic; and MEMO 98 in Slovakia, to develop a Ukrainian version of Eastbook.eu in June 2013.
- **Media Law Institute (MLI)** developed new international partnerships and joined the [Freedom of Information Advocates Network \(FOIANet\)](#) – an international network that unites 200 organizations; MLI directors took part in the international events of the EC Neighborhood in Copenhagen and OSCE event in Warsaw on freedom of information in September 2013.

## Performance Measurement and Media Research

In Y2, U-Media continued monitoring outputs and outcomes of its own activities as well as tracking Ukraine's progress on key media development indices like the MSI and Freedom of the Press index.

U-Media partners monitored all types of media to gauge the quality of media content in national and regional TV programming, print media, and popular online news media.

### Media Monitoring

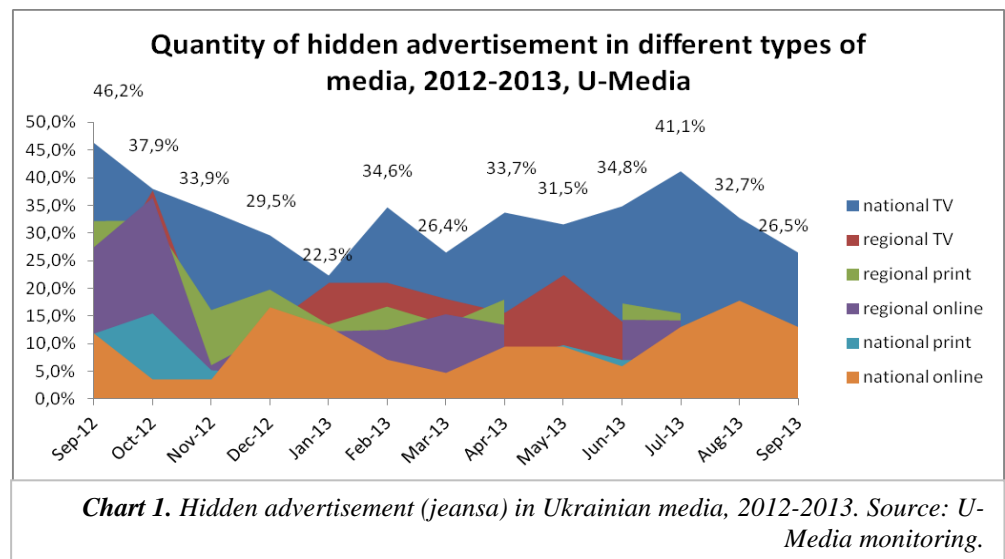
Media monitoring activities were divided among five organizations – Telekritika (TK), Institute of Mass Information (IMI), Center for Ukrainian Reform Education (CURE), Association of Free Journalists (AFJ) and Academy of Ukrainian Press (AUP) – to take advantage of their foci on various forms of media. Use of a common monitoring methodology allows for comparison of news quality and the percentage of *jeansa* present across various types of media, and allows Internews to track changes over the course of U-Media project implementation.

<i>U-Media Partners</i>	<i>National Media</i>	<i>Regional Media</i>
<i>Telekritika (TK)</i>	TV news; jeansa and standards	TV news, 5 regions; jeansa and standards
<i>Institute of Mass Information (IMI)</i>	Print and online; jeansa and standards	
<i>Center for Ukrainian Reform Education (CURE)</i>		Print and online media; Lviv, Kharkiv, Donetsk, Sumy, Vinnytsia; jeansa and standards
<i>Association of free Journalists (AFJ)</i>		Print and online media; Crimea; jeansa and standards
<i>Academy of Ukrainian Press (AUP)</i>	TV news, content analysis of politicians representation	

*The table represents partners and types of media they monitor.*

Media monitoring results show that national TV news carried the most *jeansa* (advertisements thinly disguised as news content) in comparison with other news sources. During the month of September 2012, the period prior to the parliamentary elections on October 28, 46% of national TV news was biased; regional media fed citizens a “news” diet of mostly *jeansa* in October, and online and TV news reporting had a bias rating of 38%. The majority of hidden advertisements promoted local politicians – candidates for Parliament.

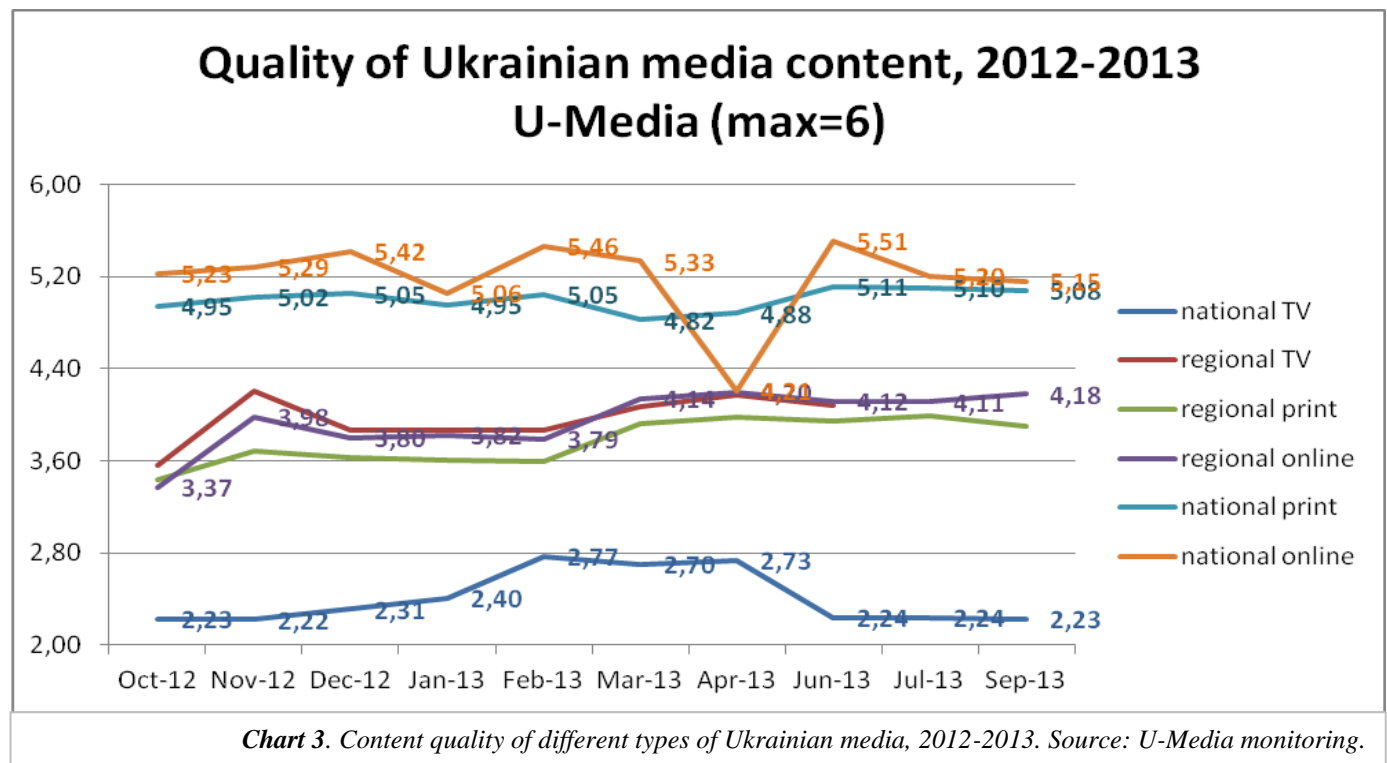
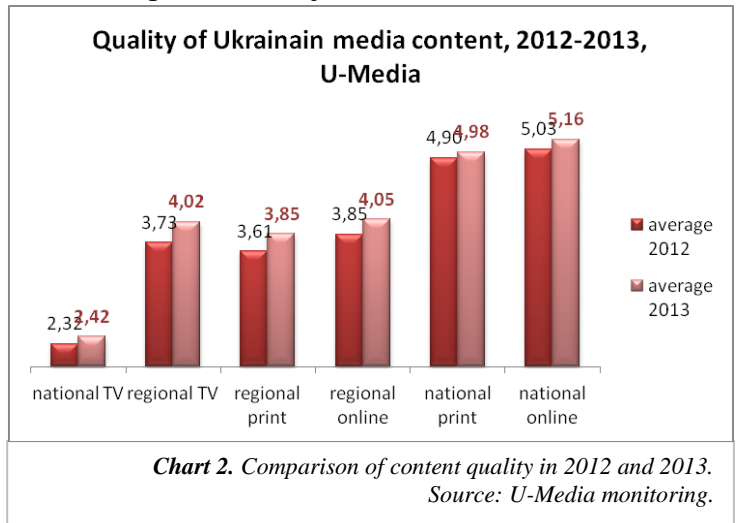
In January 2013, the level of *jeansa* rose again across all types of media. Despite expectations, even after the elections, national TV networks maintained high levels of *jeansa*, with 41% in July and 32% in August 2013. National online media surprised consumers with *jeansa* rates of 18% in August 2013, higher than during the parliamentary elections period in October 2012 (12%). (See Chart 1).





While U-Media monitoring revealed poor journalism across all types of media in Ukraine (national TV news scored 2.42 out of a possible 6 in 2013 in the six basic professional journalism standards, while online media scored better at 5.16 out of 6 in 2013), there was a slight overall improvement in news quality across all types of media in 2013 compared to 2012 (See chart 2).

TV news was regularly unbalanced and incomplete, and one-sided reporting was also typical for print and online media. The best reporting was seen in the national print media: *Korrespondent*, *Ukrainskyi Tyzhden* and *Komentari* magazines provided the highest quality analysis and balance of views for their readers. National online media – Liga, UNIAN, Obozrevatel and Livyi Bereg – were recognized as positive models (see chart 3).



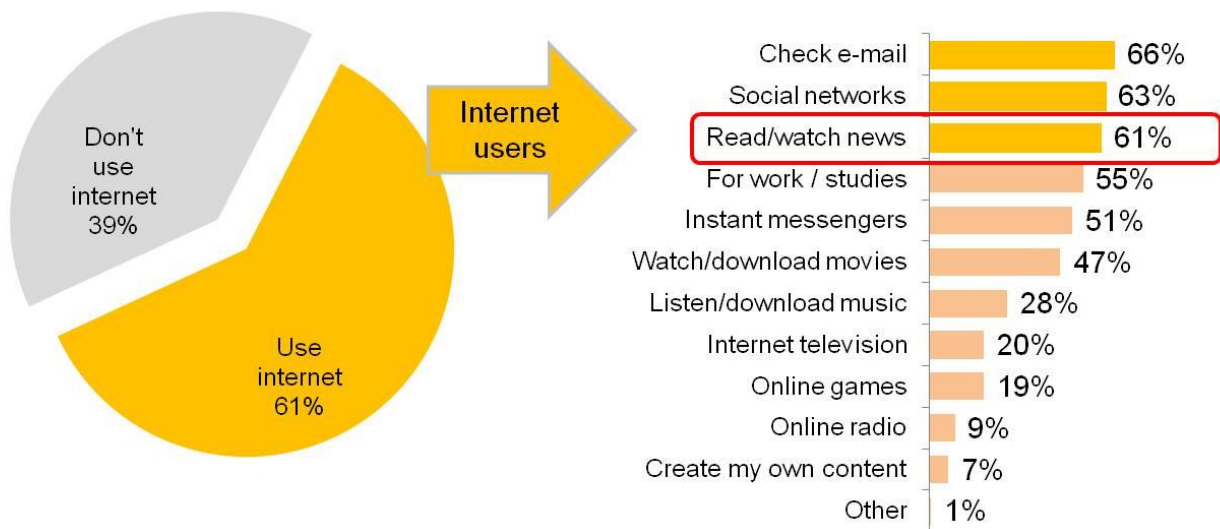
## Research

Research provides U-Media and its partners with a real-time view of the media market and a sense of the knowledge, attitudes, and practices of specific target audiences that serve to inform U-Media implementation. Data collected through the research described below will serve as the baseline for follow-up indicators in the U-Media Performance Measurement and Evaluation Plan. (See Attachment 3)

1. U-Media carried out **Regional Media Audience Research** in partnership with InMind Research Company. InMind surveyed 4,047 citizens in 10 regions of Ukraine (about 400 respondents in each region) in September and October of 2012. The sample consisted of respondents in cities with populations of 50,000 or more. The questionnaire covered viewership and readership, satisfaction with media, and a section on media literacy. The final report was published in January 2013.

The research revealed that Ukrainians are increasingly turning to the internet for news and information. The internet is among the top three sources for news, along with television and print, for Ukrainians today. Television is still the most popular source of news for 87% of people in Ukraine, but the internet has surpassed both print media and radio in terms of popularity among news consumers: 42% of those surveyed search for news on the internet, while 40% get their news from print media, and only 30% listen to news on the radio in Ukraine.

*Purpose of Internet consumption among Internet users, 10 oblasts, Ukraine, 2012*



The research found that 61% of respondents had used the internet at least once in the previous month. The highest rates of internet use were found in the oblasts of Kyiv (64%), Kharkiv (60%) and Crimea (57%). The lowest usage rate was in Mykolaiv oblast at 40% of respondents. This survey shows that internet use in Ukraine is on the rise generally: it was measured at 38% in January 2012 and 42% in March 2012.

Respondents said that news from regional online sources is more objective than national online media; however, regional online news sources are less immediate and offer slightly inferior search options. A total of 42% of respondents had visited online news portals or the websites of traditional media; 29% used local or regional websites to find news.

Researchers found that respondents were more satisfied with local online news than with local TV news and local print media (see table below): 73% of respondents were satisfied with local websites' objectivity/balance, 74% with the completeness of local sites' news and 83% with the importance of stories selected for inclusion in local sites' news coverage.

In comparison to a 2009 survey, media consumers expressed less satisfaction with the quality of local print and television media. In particular, the 2012 survey found decreased satisfaction with the aforementioned standards of objectivity/balance, completeness and importance of stories selected for

inclusion in news coverage. Nevertheless, the majority of Ukrainians said they are still mostly satisfied or completely satisfied with the quality of local media.

*Percentage of respondents who are satisfied with the quality of local media*

	<b>Objectivity / Balance</b>		<b>Completeness</b>		<b>Importance</b>	
	<b>2009</b>	<b>2012</b>	<b>2009</b>	<b>2012</b>	<b>2009</b>	<b>2012</b>
Mostly satisfied or completely satisfied with local Internet media	-	<b>73%</b>	-	<b>74%</b>	-	<b>83%</b>
Mostly satisfied or completely satisfied with local print media	69%	62%	75%	60%	76%	67%
Mostly satisfied or completely satisfied with local TV	68%	60%	77%	68%	76%	63%

#### **Other results:**

- Television remains the primary source of news in Ukraine – 87% of respondents watch TV news at least once a month. People living in oblast centers watch TV more often than people in smaller cities, but people in smaller cities read newspapers and magazines more often than people in oblast centers.
- Some regions still display high consumption of print media among respondents within the previous month – Vinnytsia at 60%, and Donetsk and Cherkasy at 50%.
- 67% of respondents use several or all types of media. Nearly one third of respondents (31%) use only one source to obtain information. The average Ukrainian media consumer watches 3 TV channels, reads 2 print media, visits 2 Internet sites and listens to 2 radio stations for news on a weekly basis.

More findings are available in the English and Ukrainian survey reports on the U-Media website at <http://bit.ly/VtmwzU>.

2. U-Media and InMind conducted an **online survey of media professionals** with a group of 243 journalists (print, TV, online), who were asked questions on key legislation that regulates the work of media, including laws on access to public information, defamation, working with personal data and others. Another part of the questionnaire examined journalists' attitude toward censorship, journalism ethics, and violations of their rights. Interviews were held in September – December 2012. The report was published in February 2013.

#### **Some findings:**

- Ukrainian journalists perceive the role of journalism in society as the production of news and information (83%). More proactive social roles (i.e. keeping authorities accountable to the public, shaping public opinion, improving citizens' lives) were mentioned by about 20% of survey participants.
- Purchased journalism (*jeansa*) in Ukrainian media is a widespread practice. Respondents estimated the volume of *jeansa* at more than 60% of all content. Every second journalist has experience producing *jeansa*.
- Only 50% of respondents expressed a negative attitude towards *jeansa*. It's important to note that many journalists are unwilling to discuss the practice of purchased journalism – in most cases the level of refusal to answer questions about *jeansa* reached 20%.



- The production of jeansa is mainly initiated by editors – this was mentioned by 76% of respondents who had experience with such materials. Direct orders to journalists were mentioned by 40% of respondents.

#### *Journalists' safety*

- The majority of journalists had experienced restrictions by their supervisors while fulfilling their professional responsibilities (66%). Most often, the limitations regarded the selection of topics (one-third of respondents) and demands to follow the editorial policy (one-third of respondents).
- Half of journalists have experienced violations of their labor rights, including long working days, no paid vacation, etc.; 51% mentioned delayed paychecks, and about 16% had been fired or were pressured to quit their jobs.

#### *Legal literacy*

- Respondents demonstrated little awareness of media legislation: 60 to 68% mentioned only 2 out of 20 documents that regulate the rights and responsibilities of journalists.
- Journalists demonstrated poor awareness of legal responsibility for jeansa, and one-third of respondents believed that there is no legal liability for production of paid content and hidden advertising.

#### *Needs in professional training*

- Almost 90% of respondents have had journalism training, and more than 50% are highly interested in receiving more professional journalism training.
- In particular, one-third of respondents expressed interest in legal training, and one-fourth in new media training. There is a particularly strong interest in online media development among regional newsrooms.

*Full report is available at <http://www.slideshare.net/umedia/in-mind-intenewsjournalistsjan2013fineng>.*

U-Media carried out a **Survey of Investigative Reporters** to analyze the state of investigative journalism in Ukraine. The research surveyed 192 investigators on their preferences in topics, barriers to doing investigations, safety issues, need for legal support for investigative reporters and authorities' responses to investigations. The survey was conducted in cooperation with the European Research Association (ERA). Interviews were held in September – October 2012, and the report was published in December 2012.

#### *Some findings:*

- Over the past two years, the number of journalists conducting more than six investigations a year increased by 7% (in comparison to 2010).
- The most popular topics included law enforcement (21%), procurement and tenders (15%), land issues (12%) and healthcare (11.3%). Abuse of power among civil servants and misuse of public funds made up 12.8%.
- Majority of respondents were assigned their topics (36%) by their editor; less than a third (27%) work on topics they choose; 14% select topics of investigations based on the recommendation of non-governmental organizations (an indicator of strengthening cooperation between media and NGOs).

- Most investigations are financed by editorial offices (59%); 20% of investigations were funded from investigators' own money; 15% were funded by grants from international organizations.
- In almost half of the cases (46.6%) authorities reacted positively to negative reports (acknowledged the problem and promised to and/or took action). 23.3% of respondents noted that the problem went unnoticed by authorities; 12.8 % said that the authorities' reaction was negative.
- In half of the cases (49%), the problem under investigation was solved. In respondents' opinion, a public outcry caused by the publication helped to solve the problem (58%). A quarter of respondents noted that to solve the problem they continued to file official requests to state bodies.
- A large percentage of journalists (72%) did not experience pressure after publication of investigative reports. Less than a quarter (20%) faced latent pressure, and 4.6% said that they were pressured openly.

U-Media held an **annual survey of key partner media NGOs** to study their progress in diversification of funds in FY 2013.

Sources \ U-Media Partners	Core Group								Newcomers	
	IAB	RPDI	UAPP	TK	IPC	IUA	IMI	MLI	LPC	AUP
Charitable donations (physical entities)								4,0%	13,0%	
Commercial activities					6,3%					
Council of Europe	8,3%			1,1%				8,0%		
European Union		4,2%				50,0%				
Freedom House							13,8%			
IREX		11,9%		3,4%						
IRF	7,2%	12,4%	10,0%	6,5%	10,0%	1,0%		7,0%		17,1%
Media Development Fund, US Embassy				3,2%			6,1%			31,3%
Members' fees	23,9%		50,0%							
MLDI (Europe)		0,8%								
Media Support International (IMS)		0,9%						20,0%		
NED	12,0%	11,4%		10,5%			11,8%			
MATRA						12,0%				
Other	10,6%	3,0%	4,0%	1,9%	11,1%	1,0%		17,5%		
SIDA				32,5%				4,0%		
<b>U-Media, Internews</b>	<b>37,9%</b>	<b>55,4%</b>	<b>36,0%</b>	<b>40,9%</b>	<b>72,6%</b>	<b>36,0%</b>	<b>65,3%</b>	<b>14,0%</b>	<b>79,0%</b>	<b>35,4%</b>
State (local) budget									8,0%	
IFES							3,0%	16,5%		
British Embassy										3,8%
German Embassy										2,3%
Naumann Foundation										4,6%
Konrad Adenauer Foundation										5,3%

UNITER								9,0%		0,2%
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U-Media conducted **Content Analysis** of materials created by trainees of three U-Media training providers – Internews Ukraine training on professional standards of journalism, new media training by RPDI, and AUP training on public health reform reporting in Ukraine.

### 1) IUA training on professional standards

Training participants were asked to submit examples of materials published before and after trainings held in February –June 2012. External experts analyzed 28 “before” materials and 28 “after” using five criteria for assessment: balance, completeness, distinguishing facts from opinions, reliability, and accessibility.

#### *Conclusions:*

- Trainings on journalism standards and ethics conducted by Internews-Ukraine in 2012 had an overall positive impact on content quality: average scores for all criteria increased.
- Analysis showed that after trainings journalists were more diligent in adhering to standards of “balance” and “completeness.” There was a demonstrable positive change in regards to reliability of content.
- Overall content quality increased by 3 points (from 9.9 to 12.9 points out of 20).
- Scores for “distinguishing facts from opinions” and “simplicity” criteria practically did not change. While, “simplicity” score was both high before (4.11) and after (4.29) training.

Criteria	Score “before”	Score “after”	Variance
1. Balance (max=5)	1,59	2,82	1,23
2. Completeness (max=5)	2,43	3,23	0,80
3. Distinguishing facts from opinions (max=5)	2,64	3,0	0,36
4. Reliability (max=5)	3,29	3,84	0,55
5. Simplicity (max=5)	4,11	4,29	0,18
Total score, max = 25	9,9	12,9	3,00

- In order to increase the effectiveness of trainings on journalistic standards and ethics for news journalists, trainers should focus on further developing journalists’ skills and abilities to:
  - generate balanced reporting (two or more points of view). The assessed materials scored lower on “balance” than on any other standard; however, average scores in this category increased the most as a result of training;
  - present facts and events in full: the ability to present facts and events succinctly, without omitting details that complement and characterize the described situation, is key;
  - separate facts from personal opinions of the author, avoid value judgments and personal interpretation of facts and events.

### 2) RPDI new media training

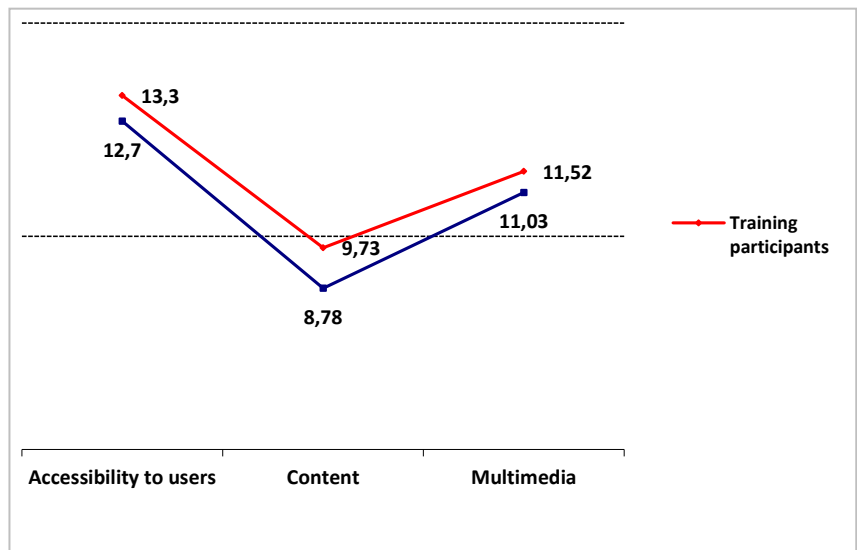
The websites of five media outlets were randomly selected for evaluation from a list of those who had participated in trainings held in May/July 2012. The selection was by quota based on media type

(newspapers, TV, information agencies). The control group of five other websites was selected out of applicants who had not participated in trainings. Control group media were randomly selected by type.

Experts analyzed the ten websites on their accessibility to users, content quality, and use of multimedia.

#### *Conclusions:*

- The average scores of the two groups differed most significantly in content quality: the content quality of websites of media who had participated in trainings received an average score of 9.73 points out of 15, as opposed to 8.78 points for content produced by the control group.
- Training participants had a better idea of how to make their website accessible to users: the average score of participants' websites was 13.3 points out of possible 20 against 12.7 points for the control group.
- Training participants' websites also received slightly higher scores on "regular newsfeed updates" and "importance and usefulness of presented information" (an average of 3.3 points out of 5 as opposed to 2.5 points for the control group).
- The trainings' impact was insignificant in terms of multimedia use: out of 25 possible points, participants' websites scored an average of 11.52 points, vs. 11.03 points for the control group. However, trainees' websites performed better in the sub-indicator "drawings, photos, illustrations," with 3.3 out of 5 points against 2.7 points for the control group, and the sub-indicator "use of video" (3.9 against 3.5 respectively). In the majority of cases, trainees' sites had more accessible original illustrations and video materials of high quality.



#### *Recommendations:*

In order to improve the effectiveness of trainings, organizers should enrich teaching kits with the following topics:

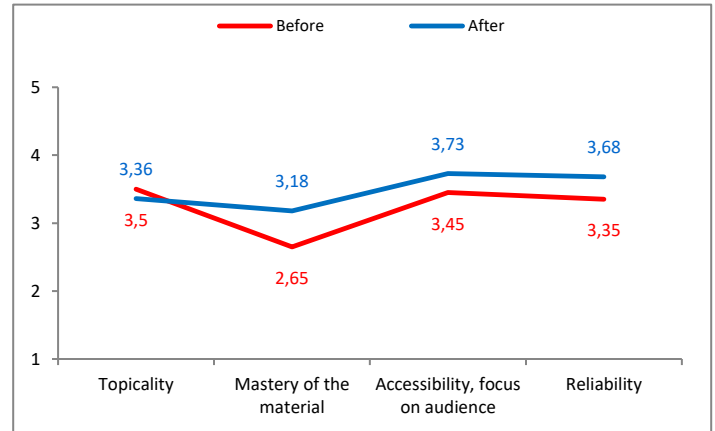
- User-friendly site navigation. In particular, users should be able to filter content through thematic filters, create personal cabinets, as well as have advanced search options and be able to access sites remotely. Specifically, experts rated "accessibility to users" the lowest.
- Story presentation and reporting style; in particular, pay attention to story accessibility, proper headlines and availability of additional information on the subject.
- More use of multimedia tools, since participants rarely use audio, interactive maps and infographics in their reporting.

### **3) AUP training for journalists on public reform reporting**

Training participants were asked to send examples of their materials published before and after the Public Health Reporting training held in May 2012. Experts analyzed 10 “before” and 11 “after” materials using five criteria for assessment: topicality, mastery of the material, accessibility, focus on audience, and reliability.

*Conclusions:*

- The training had an insignificant impact on the quality of public health reporting. Experts evaluated the quality of content produced both before and after the training as slightly higher than the mean: content quality improved by 1 point (from 12.95 to 13.95) with a possible maximum score of 20.
- Overall, training contributed to a better understanding of medical reform issues, which was the goal of this short-term workshop.
- Reliability of information improved more than relevance and accessibility.
- After the training, journalists did not demonstrate improved skills in writing more audience-focused stories and did not sufficiently inform the public about the causes of medical reform, positive and negative impacts of the reform, etc.



*Recommendations:*

- In order to improve the effectiveness of public health training, providers should focus more on several journalism skills:
  - Selecting story topics that match the interests of readers and viewers. In-depth study of the topic being covered
  - Delivering clear thoughts supported by expert comments and background information to enable readers to make their own conclusions
  - Clearer attribution of facts and comments in stories.

## Performance Measurement and Evaluation Plan

Standardized Framework Indicators were collected through the sub-grantees' reports. The chart below contains 24 indicators of U-Media PMEP. The full version of the proposed revised PMEP is available in Attachment 3.

	Indicator	Baseline 2011	FY 2012 Target	FY 2012 Actual	FY 2013 Target	FY 2013 Actual	Details
#	<b>Standardized Framework Indicators</b>						
	Number of USG-assisted media-sector CSOs and/or Institutions that serve to strengthen the independent media or journalists	40	45	48	50	59	<i>U-Media clients: 29 (nat. 13; reg.16)</i> <i>Partners' clients: 30 (nat. 17; reg. 13)</i>
	Number of non-state news outlets assisted by USG	Direct -8 Indirect – N/A	Direct – 10 Indirect 440	Direct – 8 Indirect - 448	Direct–10 Indirect - 490	Direct – 4 Indirect – 674	<i>U-Media grantees:4; partners' clients: 674</i> Print - 271 TV - 86 radio - 21 Internet - 296
	Number of training-days provided to journalists with USG assistance (1 training day equals to 8 academic hours)	N/A	1,350	1,383 person training days	1200	1298.8 person training days	Female: 904 (69.6%) Male: 395 (30.4%)
	<b>U-Media Objective 1</b>						
	Readership of media monitoring reports (website hits at TK and regional monitoring partners)	TK 15,000 Regional: 0	TK- 20,000 Regional- 9,500	TK - 20,160 Regional - 9,800	TK – 22,500 Reg- 10,000	TK – 93,106 Reg – 3942	TK is a leading vehicle for reporting on national media monitoring. Regional coordinators place monitoring reports at their organization's sites.
	Public awareness of hidden advertisement in media (jeansa) (% of citizens that recognize hidden advertisements in media by perception)	26.4% <sup>9</sup>	27%	26.5%	27%	26.5%	Actual 2012 data would serve as baseline for updated PMEP. Media audience survey 2012 had 4047 respondents in cities having population 50,000 and more
	Quantity of online legal content	0	200	196	200	86	Partners that placed legal content on their web-site:

<sup>9</sup> The baseline and the FY2012 target were provided for the survey sample that included 12 oblast centers of Ukraine. The actual FY2012 would serve as a baseline for next four years of project work.

	available to journalists and media organizations (No. of published online legal user-friendly content at partner sites)						IMI, MLI, IAB, RPDI, UAPP.
	Quantity of legal advice provided to journalists and media managers	0	750	765	300	928	oral/ in person – telephone – 209 written – 580 pre-print expertise - 82 court cases – 7
	Effectiveness of U-Media partners' advocacy efforts (Number of positive results of advocacy efforts of partner CSOs)	0	3	4	3	3	1) MLI appeal asked the President to veto amendments to the law on personal data protection passed on October 2 and change it considerably in line with expert recommendations. This law was signed; however, amendments that exclude several negative aspects of the law were adopted. The President signed the Law “On amendments to some legislative acts of Ukraine concerning improvement of the protection of personal data” on July 23rd, 2013. 2) MLI actively promoted creation of Expert Council to the Ombudsman’s Representative for Access to Public Information and Personal Data Protection. The Council was created and started work along to the MLI recommendations. 3) Group of U-Media partners including MLI, CPS, IMI, along with IRF and the Parliamentary Commission for Human Rights, sent a public statement to the Parliament demanding removal of draft law on ensuring children’s rights to a safe informational space and the prohibition of so-called “homosexual propaganda.” As a result of persistent advocacy efforts, Ukraine’s Parliament did not pass the law.
	<b><i>U-Media Objective 2</i></b>						
	Increased % of citizens using new media for obtaining news (Percentage of media consumers)	36%	35%	36%	37%	36%	U-Media used data of the survey held in fall 2012. Next survey will be held in spring 2014.



	<i>that use new media for getting news)</i>						
	Improved quality of media content by reduction of hidden advertisements (Ave. % of hidden advertisements in news of selected print outlets and TV channel)	Nat.TV - 38,1% <sup>10</sup> print - 22,9%	Nat.TV - 42% print - 30%;	<sup>11</sup> Nat. TV -46% Nat.print -12% Nat. Int. – 12% Reg.TV –21% Reg.print – 32% Reg. Int. – 27%	Nat. TV - Nat.print - Nat. Int. – Reg.TV – Reg.print – Reg. Int. –	<sup>12</sup> Nat. TV -26.5% Nat.print – 6.0% Nat. Int. – 13.1% Reg.TV –16.3% Reg.print – 16.2% Reg. Int. – 17.0%	
	% of balanced news per week in targeted print and broadcast outlets (Percentage of balanced news at eight national; six regional channels, national and regional print media)	Nat.TV- 27.8% Nat.print- 58.2%	Nat.TV- 26% Nat.print- 50%	<sup>13</sup> Nat.TV – 18% Nat.print – 72% Nat.Int. – 70% Reg.TV – 52% Reg.print – 23% Reg. Int. – 23%	Nat.TV – Nat.print – Nat.Int. – Reg.TV – Reg.print – Reg. Int. –	Nat.TV – 18% Nat.print – 84% Nat.Int. – 76% Reg.TV – 51.6% Reg.print – 37% Reg. Int. – 25%	
	<b><i>U-Media Objective 3</i></b>						
	Drafted and adopted media legislation and/or amendments to existing law (# of laws, amendments, and policies drafted/adopted with partner CSO input.	0	drafted-5 adopted-2	drafted-5 adopted-2	Drafted 8 Adopted 2	Drafted -22 Adopted 1	Adopted: 1) MLI amendments to the law on personal data protection № 383-VII
	<b><i>U-Media Objective 4</i></b>						
	Organizational Capacity Index for U-Media partner media CSOs (Scale is 1-5; 1 unsatisfactory; 5 superior, can be model to other CSOs)	2.8 <sup>14</sup>	2.9	Core group - 3.3 Newcomers – 2.1	Core group – 3.3 Newcomers – 2.1	Core - 3.3 New- 2.1 <sup>15</sup>	<b>Core Group:</b> Institute of Mass Information (IMI); Crimean Information and Press Center (CIPC); Telekritika (TK); Independent Association of Broadcasters (IAB); Regional Press Development Institute (RPDI); Ukrainian Associations of Press Publishers (UAPP); Internews Ukraine (IUA); Media Law Institute (MLI).

<sup>10</sup> Baseline for jeans in print media was counted as average for national and regional publishers. Since 2012, U-Media will use disaggregation by regional and national media. Actual data for FY2012 are to be used as baseline for entire U-Media project 2011-2016.

<sup>11</sup> Monitoring data reported by the end of reporting period (September 2012).

<sup>12</sup> Data by the end of reporting period (September 2013)

<sup>13</sup> Monitoring data reported by the end of reporting period (September 2012).

<sup>14</sup> Baseline and FY 2012 target were fixed for a mixed group of U-media partnering media NGOs. The actual Organizational Capacity Index 2012 was measured separately for two groups – core group of strong long-term partners and newcomers' group (included new partners that were not evaluated last year). Thus, U-Media will track those two indicators separately in future.

<sup>15</sup> Actual for 2013 include the scores of 2012 external assessment. In 2013, both groups piloted the self-assessment in accordance to SATT/OSS methodology; self-assessment scores cannot be compared to external scores. In years 3 and 5 of U-Media, the external assessment will be conducted iteratively.



							<b>Newcomers group:</b> Academy of Ukrainian Press (AUP); Center of Ukrainian Reform Education (CURE); Lviv Press Club (LPC); Suspilnist Foundation (SF); Citizen Bureau “Svidomo” (Svidomo)
	Media CSOs readiness for international audit (# of U-Media partner media CSOs that are “international audit ready”)	3	3	3	4	4	1) Independent Association of Broadcasters 2) Telekritika 3) Internews Ukraine 4) Media Law Institute
	U-Media sub-grantee diversification of funding (Number of U-Media partner media CSOs with 50% or less of USAID funds in annual budget)	6	8	8	10	6	IAB, UAPP, TK, IUA, MLI, AUP
	# of media networks created and/or self-organized for promoting reform (# of public movements, acting networks built by U-Media partner NGOs)	1	5	5	5	6	1) IMI and MLI have been involved in advocacy activities with “Stop Censorship!” + New Citizen 2) IMI and MLI jointly with Ukrainian Center for Independent Political Research, NGO “Center for Political Studies and Analysis,” Informational-Legal Center “Our Right,” Institute of Mass Information, International Renaissance Foundation, and the Representative on Access to Public Information and Personal Data Protection of the Parliamentary Commission for Human Rights, made a public statement on October 12, 2012, in which they called for the removal of laws that limit the right to freedom of expression and condone discrimination. It referred to the draft law on ensuring children’s rights to a safe informational space and the prohibition of so-called “homosexual propaganda.” 3) RPDJ continued supporting independent network of regional media lawyers within memorandum on cooperation with the National Union of Journalists of Ukraine. 4) Nashi Groshi made a cooperation with NGO Center on Fighting Corruption (10 members) and Association

							<p>of Christian-Lawyers (70 members) in investigating corruption in state purchases.</p> <p>5) CPSA made cooperative agreements with local regional mass media («Zaxid.net» and «20 minut»/, radio «Mysto and Bugom», newspaper «33 channel» and «Vinnitsa info») and NGOs - Philosophy of Heart NGO (Lviv city) and Brama NGO (Vinnitsa city) to joint common investigations in public procurement in the Lviv and Vinnitsa regions</p> <p>6) MLI and ____ joint Expert Council to the Ombudsman`s Representative for Access to Public Information and Personal Data Protection</p>
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<b><i>Context<sup>16</sup> Media Sector Indicators (baseline varies; indicated in parentheses)</i></b>	<b>Baseline 2011</b>	<b>Target 2012</b>	<b>Actual 2012</b>	<b>Target 2013</b>	<b>Actual 2013</b>
<b><u>U-Media Objective 1</u></b> IREX Media Sustainability Index	1.96	2.00	1.81	1.9	1.72
MSI score for Freedom of Speech	1.84	1.8	1.79	1.8	1.74
Reporters without Borders Press Freedom Index (rank)	131	120	116	110	126
Freedom of Press Score, Freedom House	53	52	59 Partly free <sup>17</sup>	51	60 Partly free <sup>18</sup>
# of violations against journalists and media organizations	196	200	266 <sup>19</sup>	180	300 <sup>20</sup>
<b><u>U-Media Objective 2</u></b> MSI index on Professional Journalism	1.75	1.7	1.63	1.7	1.62
MSI score for Plurality of News	2.04	1.9	1.86	1.91	1.75
<b><u>U-Media Objective 3</u></b> MSI score on legal and social norms on free speech	1.84	1.87	1.79	1.9	1.74
<b><u>U-Media Objective 4</u></b> MSI index for Supporting Institutions	2.10	2.20	2.09	2.21	1.98

<sup>16</sup> Context Media Sector Indicators track and report higher level, sector-wide indexes such as the Media Sustainability Index and Freedom House Freedom of the Press Score. Context indicators will supplement U-Media Objectives 1-4 indicators that are proposed to track program performance.

<sup>17</sup> <http://www.freedomhouse.org/report/freedom-press/2012/ukraine>

<sup>18</sup> <http://www.freedomhouse.org/report/freedom-press/2013/ukraine>

<sup>19</sup> Source: Institute of Mass Information, 10 months of 2012.

<sup>20</sup> Source: IMI, <http://imi.org.ua/en/analytics/41880-press-freedom-barometer-for-september-2013.html>.

## Communication & Coordination

### *Weekly Briefer*

U-Media packages program/partner updates together with significant events affecting the media sector, including legislative changes, industry developments, journalists' court cases, public events and labor actions. In recent editions, Internews focused on the introduction of several of the media-related laws that Ukraine requires in order to sign the EU Association Agreement in November 2013; a draft Broadcasting Law, and *Laws on Public TV and Radio Broadcasting* and *De-Statization of Print Media* are close to adoption as the EU deadline nears. During this reporting period, 52 weekly briefers were distributed to a wide audience, including USAID, the U.S. State Department, the U.S. Embassy/Kyiv staff, EU delegation, and locally-based international donor and implementing organizations.

### *Monthly Look-Ahead*

U-Media collects activity plans for the month ahead from each of its partners and distributes a consolidated monthly calendar to a wide audience, including USAID, the US State Department, the U.S. Embassy/Kyiv staff, and locally-based international donor and implementing organizations.

### *Website ([www.umedia.kiev.ua](http://www.umedia.kiev.ua))*

U-Media continues placing news, announcements and analytical posts on its website [www.umedia.kiev.ua](http://www.umedia.kiev.ua) to inform users about recent developments in the media sector and about partners' work. A total of 12,684 unique visitors visited the website during this reporting period (1,057 on average per month); 29,240 total hits were logged (2,437 hits a month); and each user visited at least two pages per visit. The U-Media Facebook page (<https://www.facebook.com/umedia.Internews>) achieved 306 followers, with an average of 4,164 re-posts of U-Media FB news a month over the past year. The U-Media Facebook page serves as a useful source of information about upcoming training courses, new media resources, media events and competitions for journalists.

### *Media and Civil Society Donor Coordination*

U-Media held and/or participated in the following meetings/discussions with partners and donors:

- **June 5, 2013** - Internews organized a meeting with NDI (National Democratic Institute) to discuss best practices in implementation of gender-related projects in Ukraine. U-Media shared its experiences working with the Ternopil Women's Association, which conducted research in coverage of gender issues in the media, and with the Academy of Ukrainian Press (AUP), which conducted content analysis on gender issues in the regional print press and internet outlets. **June 6, 2013** – U-Media DCOP Oksana Maydan participated in an Advisory Board meeting of ISAR-Yednannia, the CSO administering the Marketplace project, which re-grants U-Media support to Ukrainian media and civil society CSOs for institutional capacity improvement.
- **June 13, 2013** – Internews hosted a USAID Office of Democracy and Governance partners' meeting. U-Media COP Wayne Sharpe made a presentation on the current media environment. The following topics were covered: new USAID strategy for the next 5 years; news in the state registration of international technical assistance projects; and coordination between ODG implementing partners.
- **June 17, 2013** – Internews hosted a media and civil society donors meeting. Sixteen representatives of international donor organizations participated. Wayne Sharpe, U-Media project Chief of Party made a presentation on the current media environment and U-Media partners' efforts in monitoring and improving the environment. The recent sale of INTER TV channel, the takeover of TVi, and attacks against journalists during the course of doing their work, were highlighted as areas of concern. Donors' discussion on the TVi situation and Ukraine's digitalization issues followed the presentation.

- **June 21, 2013** – Internews co-organized (in tandem with its partner, Regional Press Development Institute) a meeting of investigative reporting (IR) organizations to discuss further IR initiatives. Wayne Sharpe, U-Media, Internews, Chief of Party, introduced the concept of an IR TV program production, and a representative of the Hromadkse.tv project presented their concept for an online TV channel providing balanced news coverage.
- **June 26, 2013** – Internews participated in the final PDP II (Parliamentary Development Project) partners meeting.
- **August 16, 2013** - Internews had a meeting with the Agrarian Markets Development Institute implementing a USAID Water for Crimean Agricultural Sector project. U-Media’s assistance in organizing media events in Crimea was discussed.
- **August 30, 2013** – Internews had a meeting with a USAID Agro Invest Project. Ways of cooperation were discussed.
- **September 4, 2013** – Internews had a meeting with UNDP to design the Municipal Financial Transparency Project, a pilot project to increase transparency in local government’s budgets and train journalists on how to use data visualization tools to better communicate finance to the public. The Project was approved by the Internews Center for Innovations & Learning, and will begin in January 2014.
- **September 11, 2013** – U-Media DCOP Oksana Maydan met with a representative of Deutsche Welle (DW) planning to launch a technical assistance program in Ukraine. DW was interested in the U-Media scope of work and media NGO market.

## **Advisory Board**

In Year 2, Internews hosted two Advisory Board meeting on November 15, 2012 and February 27, 2013, and communicated with the Advisory Board on an individual basis when expert advice or consultation in a particular area was needed.

### **The Advisory Board members:**

1. Andriy Shevchenko (MP);
2. Oleh Rybachuk (Chair of the Board, Center UA);
3. Taras Petriv (Chair of the Board, “Society” Foundation);
4. Serhiy Kvit (President, Kyiv-Mohyla Academy);
5. Ihor Kohut (Chair of the Board, Laboratory for Legislative Initiatives);
6. Vitaliy Zamnius (International Renaissance Foundation, Program manager);
7. Lenur Yunusov (Freelance journalist, Crimea);
8. Olha Sedova (Program director of the “Promotion of European standards in the Ukrainian Media Environment” project);
9. Maksym Savanevsky (Editor-in-chief, Watcher.com.ua);
10. Victoria Marchenko (USAID).

## Challenges

- The sale of Inter channel and the UMH group, and a hostile takeover of TVi by a shareholder, caused continuing turbulence in the media environment. U-Media partners met the challenge to adjust their projects to changing needs of the journalist community, especially in the fields of protection of journalists' rights and providing professional advice to journalists. U-Media organized a brainstorming session with partners at the beginning of Year 2, and conducted individual meetings when signing modifications with most core partners in early 2013. Media monitoring organizations were advised to analyze news programs on national channels more precisely and report on content quality changes in those print (or internet) outlets that went through ownership transfers. Media NGOs providing legal assistance to journalists were advised to learn journalists' needs on a regular basis and keep professional contacts with national and regional outlets.
- Shadow publications, such as *Ukrainian Lies*, target U-Media partners in efforts to discredit those organizations in the forefront of the fight to preserve freedom of expression and freedom of media in Ukraine. Slandorous publications like this one show how far the enemies of the press will go to attempt to discredit it. They also show that the CSO community is not doing enough to safeguard their communications; internet safety should be but is not a top priority for Media CSOs and for many journalists, and by being lax in this area we expose ourselves to negative propaganda from the enemies of the free press.
- After four strong partners (IUA, IAB, RPD and Telekritika) completed their organizational self-assessment sessions (a pilot project within the U-Media LCD component) the U-Media management found that even those mature organizations were more concerned with pleasing the donor with their self-assessment efforts and reports than they were to enhance their sustainability planning. IAB found fault with the SATT/OCA index components, because, as a professional association with business orientation, it does not fit 100% with index components being applied to standard NGOs. In response to that, U-Media organized an informal meeting for eight partner organizations: four partners that are planning to conduct their self-assessments in late 2013 took advantage of this opportunity to hear about their peers' lessons-learned.
- While overseeing institutional and core partners' projects, which are a combination of program activities and capacity building activities, U-Media managers observed that partner CSOs lack skills in time management and financial planning, and put more emphasis on program planning. Several partners (such as IAB, RPD and UAPP) requested modifications (including revisions of scopes of work) shortly before the closing dates of their agreements. A lack of time management skills caused delays in organizing program events. U-Media staff conducted individual meetings with the organizations' management to fix the problems, and emphasized the importance of polishing internal management practices and systems at organizational self-assessment sessions held in the summer of 2013.

## Other Activities

### Technical assistance in media literacy

Internews provided consultancy to the Academy of Ukrainian Press' (AUP) media literacy component. U-Media Program Officer on Communications, Monitoring & Evaluation Iryna Negreyeva lectured at AUP media literacy schools (January and August 2013) for representatives of regional Institutes for Teachers' Continuing Training and teachers of secondary schools participating in the experiment of the Ministry of Education and Science of Ukraine. The lectures' content included journalist professional standards, national and regional media monitoring results, and recommendations on how to evaluate media content for cultivating critical attitudes towards media consumption.



On January 31, 2012, Internews' partner Ukrainian media NGO *Academy of Ukrainian Press* (AUP) presented a book on media literacy for University students and teachers attending the Institutes for Continuing Training. U-Media Advisor Oleg Khomenok and U-Media Program Officer on Communications, Monitoring and Evaluation Iryna Negreyeva contributed four chapters to the 352-page textbook: the history of media literacy and media education programs, professional standards of journalism, media as business and new media. In contrast to academic authors, U-Media staff provided practical recommendations and an opinion about journalism work from the field. The manual raised the issues of media manipulation, media influence, and the nature of advertisement, as well as providing recommendations for content analysis of media products.

Under U-Media support, AUP formed Ukraine's first library on media literacy, <http://www.aup.com.ua/?cat=education&subcat=library>, that serves as a key source for teachers through case studies, presentations, translated books, videos and other related documentation.

### Media Surveys

Internews worked with marketing and research firm InMind<sup>21</sup> to survey media consumers about how they consume news and journalists about how they produce it. The research revealed that Ukrainians are turning to the internet for news and information. The internet scored among the top three sources for news, along with television and print. Television was still the most popular source of news for 87% of people in Ukraine, but the internet has surpassed print media and radio in terms of popularity among news consumers: 42% of those surveyed search for news on the internet, while 40% get their news from print media and only 30% listen to news on the radio (see Performance Measurement, Page 19).

### Media Advisor Training

U-Media Media Advisors Oleg Khomenok and Lenur Yunusov continued to provide their expertise as media trainers throughout this reporting period.

<sup>21</sup> <http://umedia.kiev.ua/english/media-research/444-internews-survey-reveals-the-internet-is-a-key-source-of-news-for-nearly-half-of-ukrainians.html#.UaOLLj4mukM>

From December 2012 to February 2013, Mr. Khomenok and Mr. Yunusov conducted the second U-Media Hyperlocal Websites Development Program, an incubator for citizens in Crimea who want to fill information voids in their communities by creating local news websites. The program included several trainings on basic journalism, new media skills and website monetization for Internet entrepreneurs and civic activists from rayons and cities that lack reliable local media. U-Media awarded small grants of \$1,000 to the 5 out of 20 program participants who proposed the most innovative and realistic approaches to developing hyperlocal news websites.

The first Hyperlocal program in Crimea resulted in the development of the *Alushta Live* website, which has become a model for local content development and the promotion of citizen journalism as a way to increase local government accountability. *Alushta Live*'s creators now participate in Internews new media training initiatives as trainers themselves.

Khomenok and Yunusov are frequently seconded to work with U-Media partners as lead trainers. Both provided their expertise in two hyperlocal website trainings conducted by Internews Ukraine under their U-Media grant, on approaches to monetization and on reporting for hyperlocal audiences.

In November 2012 Lenur Yunusov designed and conducted the Local Media Incubator project, which is pioneering a new model for community news websites. The project's purpose is to ensure that Crimean communities underserved by media have reliable local news coverage and information they need. Yunusov conducted several trainings for local NGO representatives on basic journalism skills and media literacy. If successful, the model for launching sustainable community news start-ups will be explored by U-Media and replicated in other rayons of Crimea and regions of Ukraine.

In November 2012, at the request of the USAID-funded Parliamentary Development Project II, Lenur Yunusov provided training on basic journalism skills for students of local universities who work as interns at the Parliament of Crimea. He instructed the students on news production and journalism standards and ethics.

In October 2012, Yunusov conducted training for participants of the School for Young Journalists organized by "Kafa." The school is funded through a U-Media grant. In the training, Yunusov instructed 8 teenagers from Feodosia on writing headlines for articles published on the School's website.



## Attachment 1: List of Sub-grants Issued

	Year 2 extensions to Year 1 grants					
	Sub-grantee	Contact information	Project Title	Duration	Award	Brief Description
1	Telekritika	Lygachova Natalia Kyiv, 34, Shevchenka Blvd., tel: (044) 235-22-55, 235-70-91	Institutional Partner Sub-grant to Telekritika (TK)	December 1, 2012 - November 30, 2013	\$256,565.00	Monitoring of 8 national TV channels and 6 channels in 3 regions. Media literacy education through Media Sapiens magazine and website. Organizational capacity building Activities.
2	Internews-Ukraine (IUA)	Natalya Pedchenko 15 Ryz'ka Street, Kyiv, tel.: +38 (044) 458-44-40.	Institutional Partner Sub-grant to Internews Ukraine (IUA)	October 1, 2012 – November 30, 2013	\$ 335,729.76	Increase journalism standards. Promote new media tools and citizen journalism. Media literacy education. Organizational capacity building.
3	Information & Press Center Simferopol (IPC)	Valentyna Samar 8 Sevastopolska St., Office 106 (3rd floor), Simferopol, Crimea, +38 0652 273190	Institutional Partner Sub-grant to Information & Press Center Simferopol	December 1, 2012 – November 30, 2013	\$145,000.00	Provide legal awareness and advice. Content production. Journalist training, investigative reporting, and Crimea-focused Programming. Organizational capacity building.
4	International Association of Broadcasters (IAB)	Kateryna Myasnikova, Executive Director Address: 103 Saksahanskoho St., Office 30-31 +38-067-405-1109	Institutional Partner Sub-grant to Independent Association of Broadcasters	January 1, 2013 – July 3, 2013	\$ 56,704.00	Promote marketing relations among audio and video content producers. Establish good governance in the field of broadcasting, adaptation of media legislation to EU standards and current media market needs. Monitor Activities of National Council on TV and Radio. Provide legal assistance to journalists and media managers.
5	Association of Free Journalists (AFJ-00)	Liliya Budzhurova 100/1 Gogolya/Zhygalinoi St., office 3; Crimea, Simferopol, +38050-592-7655	Media monitoring in Crimea and contribution to “Focus” TV program	January 1, 2013 – December 31, 2013	\$47,744.00	Monitoring of professional standards in print media, identification of publications with features of hidden advertisements, hate speech and violation of journalists’ rights. AFJ will contribute to a TV program “FOCUS” (broadcast at Chernomorskaya TRC and produced by the Information & Press Center).
6	LTD	Iryna Prokopyuk	Young Journalists	January 1, 2013 – June	\$ 4,184.54	Teach 15 pupils aged 15-17 from several

	“Informtavrika” (IT-00)	Pobedy St., 10/3, Feodosia, 98100, Crimea, (+3806562) 323-01	School in Feodosia, Crimea	30, 2013		Feodosia schools about journalism standards, ethics and develop skills on reporting, writing, interviewing, illustrating and photographing, and using new media technologies.
7	Media Law Institute (MLI)	Taras Shevchenko 8 Staronavodnytska Street, Of. 24, Kyiv, 044-284-6164	Improving media legislation and increasing journalists’ legal awareness	January 1, 2013 – July 31, 2013	\$43,088.38	Monitor media legislation initiatives and distribute Results. Media law education Activities. Legal consultations to journalists. Advocacy efforts to promote positive changes in media legislation. Organizational capacity building.
8	Regional Press Development Institute (RPDI)	Kateryna Laba 7, Heorhiivsky Bystreet; 4 <sup>th</sup> floor; office 408-409; Kyiv, +38-044-234-2566	Investigative Journalism, New Media, and Legal Support for Journalists	January 1, 2013 – December 31, 2013	\$212,982.00	Increase media sector legal knowledge and access to legal advice. Facilitate use of new media technologies and increase quality of investigative reporting.
9	Bureau of Investigative Journalism “Svidomo”	Egor Sobolev 21 Reytars’ka Street, Kyiv, 38 (044) 482- 3986	Information portal development, journalist investigations and capacity building	January 1, 2013 – December 31, 2013	\$51,507.64	Develop the <a href="http://www.svidomo.org">www.svidomo.org</a> information portal. Produce at least three investigative reports monthly for local media and launch investigations of the problems in the city of Kyiv.
10	Institute of Mass Information (IMI)	Viktoria Syumar 8 Krups`ka St., Suite 28, Kyiv, tel: 044-285- 77-62	Print media monitoring, protection of journalists’ legal rights and institutional development	January 1, 2013 – December 31, 2013	\$159,634.07	Regular monitoring of national media outlets, monitoring violations of journalists’ rights, and disseminating monitoring Results to the media community and general public.
11	International Charity Foundation “Academy of Ukrainian Press (AUP)”	Valeriy Ivanov 16/12 Vavilovykh Str., Apt.112, Kyiv, 04060, Ukraine Tel./fax: +38-044-440- 9535	Increasing media literacy level	January 1, 2013 – December 31, 2013	\$151,057.83	Content analysis of news programs on eight national TV channels. Organize a winter media literacy school for future university lecturers. Conduct journalist training sessions in Crimea.
12	Lviv regional NGO “Lviv Press Club”	Shostak Olga 79005, Lviv, 11	Ensuring journalists and	February 1, 2013 – January 31, 2014	\$29,980.00	Monitor public access to decisions/decrees of local government,

	(LPC-00)	Shevchenko Ave., 1 <sup>st</sup> floor, 032-235-77-90	citizens' rights for access to public information through monitoring decisions of Lviv state institutions			and reactions of local authorities to requests for information submitted according to the Law on Access to Public Information.
13	Ukrainian Association of Press Publishers (UAPP)	Aleksey Pogorelov 22 Mezhygirs'ka Street, Office 20, 3rd floor, Kyiv, (044) 425-57-87	Supporting Print Media Development and organizing the annual professional contest for journalists	December 1, 2012 - September 30, 2013	\$45,019.00	Increase awareness of print publishers about legal ways to solve conflicts and pressure or censorship from owners or authorities.
14	Rivne NGO "Agency for Investigative Reporting" (RAIR)	Antonina Torbich, 33010, Rivne, Dubenska St., 113-b, 0362-43-8203	Development of Rivne-Volyn Informational and Analytical Investigative Reporting Portal "Chetverta Vlada" (the fourth power)	October 1, 2012 – July 31, 2013	\$15,247.00	Production of 50 multimedia investigations on the topics of corruption in state procurement, land issues, healthcare, education, elections, violation of human rights and transparency of authorities. Daily updates for news portal "Chetverta vlada" (the fourth power) with 20 unique local Rivne and Volyn news and 4 analytical stories per week.

	<b>Year 1 grants that extended into Year 2</b>					
	<b>Sub-grantee name</b>	<b>Contact information</b>	<b>Project Title</b>	<b>Duration</b>	<b>Award</b>	<b>Brief Description</b>
15	Association of Free Journalists (AFJ- 01)	Liliya Budzhurova 100/1 Gogolya/Zhygalinoi St., office 3; Crimea, Simferopol, +38050-592-7655	School of journalism for students in Simferopol and Yalta	July 2012 – July 2013	\$17,065.00	Organize two schools of journalism for students and NGO representatives from Simferopol and Yalta.
16	Media Center IPC-Sevastopol (IPCS-00 and 01)	Tatiana Rikhtun 39, Suvorov St., office 1, Sevastopol, Crimea, +38-066-303-5721	Organizing public events on critical Crimean issues and implementing a school of young reporters  Investigative reporting on community budget and property usage	January 1, 2012 – December 31, 2012  April 1, 2012 – March 31, 2013	\$ 23,396.00  \$ 19,740.00  Total: \$43,136.00	Organize public events on critical Crimean issues for local media outlets and CSOs, as well as continuing Activities of a school of young reporters. Improve IPC-Sevastopol's organizational capacity. Conduct journalistic investigations on critical social issues for Sevastopol city community. Multimedia stories published on a <a href="#">website</a> created in 2011 with U-Media support.
17	LTD "Informtavrika" (IT-01)	Iryna Prokopyuk Pobedy St., 10/3, Feodosia, 98100, Crimea, (+3806562) 323-01	Crowdmapping for solving crucial problems in Crimea	May 1, 2012 – April 30, 2013	\$ 12,960.00	Creation of new media tool which allows Crimean residents to crowd-source information about critical social issues for Feodosia, Simferopol and Kerch cities and visualize it on an interactive map.
18	Tavriya Institute for Regional Development (TIRD)	Tatyana Guchakova 2, Severny Spusk, Yalta, 98600, (+380654) 23-18-75	Development of English version of the BlackSeaNews.net information portal	August 1, 2012 – July 31, 2013	\$ 20,165.00	Develop English version of <a href="#">Blackseanews.net</a> information portal in order to increase the portal's audience.
19	NGO Crimean Media Group (CMG)	Nadjie Ablayeva 7, Dul'ber St., Simferopol, 95000, (+38050) 699-88-66	<a href="#">Crimeantatars.org</a> website transformation to informational and analytical portal	May 1 – November 30, 2012	\$ 11,101.05	Partner with ATR TV-channel and Radio Meydan to transform <a href="#">Crimeantatars.org</a> website to an informational and analytical portal through its technical modernization, content quality improvement and unique content production.
20	NGO "Resource Center "Kurman"	Esma Umerova, Dotluk 19 str, pgt.	Local Media Incubator	September 1, 2012 – August 31, 2013	\$ 5,970.00	Develop a model for increasing original local news content and disseminate it in

	Krasnogvardiyskiy District" (KURMAN)	Krasnogvardiys`ke, Ukraine, (+38050)979-40-85				regions dominated by state controlled media.
21	Center for Ukrainian Reform Education (CURE)	Svitlana Yeremenko 2-B Mykilsko-Slobids`ka St., Office 285, Kyiv (044) 490-69-88/89/90	Monitoring of regional print and Internet media for professional standards of journalism and jeansa	February 1, 2012 – September 30, 2013	\$212,163	Monthly monitoring of print and Internet media in five regions of Ukraine: Donetsk, Lviv, Sumy, Vinnytsia and Kharkiv. Increase public discussion about journalism quality.
22	Institute for World Policy (IWP)	Oksana Pyliavets 24/7 Instituts`ka St., office 6, 01021 Kyiv, +38-044-253-2853	Virtual Forum of Global Women Leaders: establishing a discourse about gender equality in Ukrainian society	May 1, 2012– July 31, 2013	\$23,121.96	Produce a number of online video conferences with women leaders to increase awareness among Ukrainian journalists of gender issues and their relevance to improving media content quality.
23	TVi channel ("Interprofit" Ltd.)	Natalia Sedletska, 50V Gaydar St., Kyiv, 01033, Tel: +38 044 2779530	Production of a TV program on the topics of state procurement	April 1 - December 31, 2012	\$23,896.50	Produce and broadcast weekly TV programs (15 minutes each) about corruption cases in state procurement. 5-6 segments about the most suspicious cases in state procurement included in each program.
24	NGO "Nashi Groshi" (NG)	Oleksiy Shalayskiy, Kyiv, Kharkivske shosse, 154, office 1, +38-050-330-7032	State procurement in the regions of Ukraine: publicizing on "Nashi Groshi" (Our money) website cases of local tenders containing features of corruption	August 1, 2012 – July 31, 2013	\$24,000.00	Renewal of the "Tender Online" regional newsfeed, publishing about 10 news pieces daily about violations of state procurement legislation. Producing and publishing at least 2 analytical stories monthly about corruption cases in state procurement system.
25	NGO "Platforma Idey" (PI)	Dmytro Gnap, Kyiv, Akademika Grekova St., 22a, ap. 27,	Development of Agency for Investigative Reporting	August 1, 2012 – April 30, 2013	\$19,862.37	Establishing/developing the Kyiv Investigative Reporting Agency as a media entity and conducting in depth investigations of high-level corruption

		+38-066-945-5212				cases.
26	United Action Center UA (CUA)	Taras Frolov, 36A Gonchara Str., 2nd floor, 01034, Kyiv, +38044-492-9490	Vladometr – An Internet Portal for Public Monitoring of Political Promises	August 1, 2012 – July 31, 2013	\$56,967.00	Development web portal that monitors Members of Parliament to track their success or failure to keep promises made during the 2012 election campaign.
27	Ukrainian Catholic University (UCU)	Nataliya Havryliv, 17 Ilariona Svetsitskoho St., 79011, Lviv, +380322409940	Political Reporting Journalist School	September 1 – October 31, 2012	\$5,869.00	Conduct two open door 2-day training modules on political reportage. On election day 2012 the school participants visited 10 polling stations in different cities and prepared stories that were carried by regional and national media.
28	All-Ukrainian Trade Union “Independent Media Trade Union of Ukraine” (IMTUU)	Yuka Gavrylova, 03055, Kyiv, 7 Vandy Vasylevs’koyi St., office 308, (050) 688-64-38	Legal Bureau to Protect Journalists Work, Improve Legal Services and Protect Media Employee Rights; Launching of a Hotline and Quick Response Teams	July 1, 2012 – July 31, 2013	\$43,158.38	Protect labor and professional rights of journalists and other media employees; monitor and update database on journalist rights violations; analyze and systematize information critical to produce recommendations on typical violations and violation preventions, etc.



Year 2 new award recipients						
	Sub-grantee name	Contact information	Project Title	Duration	Award	Brief Description
29	Bakhchisaray region public organization "Ukrainskiy Dim" (Ukrainian House)	Tetyana Golovko 38 Simferoplska st., ap.9, Bakhchysari, 98400, (+38050) 3934693	Production and distribution of TV programs on the European integration experience of Estonia, Latvia and Lithuania "EU: Everything is possible"	December 1, 2012 – May 31, 2013	\$ 10,220.98	Demonstrate to a Crimean audience - through TV/radio programming and documentaries - how the EU membership promotes reforms in all sectors and how citizens can make an impact on making important decisions in their countries.
30	Media Centre IPC-Feodosiya (IPCF)	Yuliya Nalivayko 8, Chekhov St., office 418, Feodosia, Ukraine +38 0656 57339	IPC-Feodosia: from communication platform - to multimedia web-portal	January 1, 2013 – December 31, 2013	\$ 17,000.22	Produce new content (including TV programs) and transform of its existing website into a multimedia web-portal.
31	Initiative Center to Support Social Action" (ISAR Ednannia)		Improving Organizational Capacity of Ukrainian Media SCOs	March 1, 2013 - October 31, 2013	\$ 32,730.00	Support emerging and less mature media CSOs in the organizational development area through the Marketplace mechanism, which provides direct connections between capacity builders and CSOs seeking institutional development services.
32	Ternopil regional public organization "Ternopil Press-Club" (TPC-01)	Tetyana Tarasenko 23 Shevchenko blvd. Ternopil 46001 Ukraine 050-528-03-15	New Media School as a Tool for Society Democratization	February 1 – August 31, 2013	\$13,940.00	New media journalism school provided journalists of regional on-line outlets and journalism students with skills in multimedia content production, as well as use of new media sources in everyday work.
33	Zhytomyr Regional Youth Civic Organization "Modern Format" (MF)	Zhanna Solovyova 6 Maydan Zgody St., Zhytomyr 10014 Ukraine 0412 46 10 86	New Media in Action	October 31, 2012 – March 31, 2013	\$11,085.16	Through training, increased professional level of journalists of traditional media in Zhytomyr region and graduate students of journalism departments.
34	Mykolayiv Oblast NGO "Center for	Oleg Oganov Nikolska str. 46,	Mykolayiv Investigative Reporting Center	October 31, 2012 – September 30,	\$ 16,067	Developed IR center web-page converting it from free WordPress blog platform to

	Investigative Reporting” (CIR)	Mykolaiv 54001 Ukraine +380512766745, +380964080567	development	2013		regular professional platform; produced and published 5 analytical IR stories per month; promoted publications through social networks creating dedicated audience of the web-site.
35	Center for Political Studies and Analytics (CPSA)	Victor Taran 24-V Mykhailivska St., of. 43 01001 Kyiv Ukraine +38-067-506-8162	Public monitoring and investigative reporting on state procurement system in Zaporizhzhia, Vinnytsia and Lviv oblasts	March 31, 2013 – September 30, 2013	\$ 21,560	Monitored violations in state procurement in Zaporizhzhia, Vinnytsia and Lviv oblasts.
36	Sumy City NGO "Center for Regional Policy Studies" (CRPS)	Olexandr Horuzhenko 2 Kusnechna st., of.2 40030 Sumy Ukraine 380 50 912 02 78	Development of "SumyNews" Internet-TV	October 31, 2012 – July 31, 2013	\$ 18,705	Developed www.sumynews.com site in the format of Internet-TV to reinforce off-line communication among citizenry, independent journalists, experts, authorities, businesses and politicians on topics crucial for the region.
37	Media-Project (Pravda Newspaper)	Tetiana Safonova, 59005, Zaporizhzhya, Ukrainka, 52 +38-061-787-4812	Pravda.in.ua: Increasing of the investigative reporting (IR) influence in Zaporizhzhya region	March 31, 2013 – February 28, 2014	\$ 12,395	Production of investigative reporting
38	Ternopil Regional Women Association (TWA)	Larysa Rymar 14 Zamkova St., office 314, 46001 Ternopil Ukraine 03522 43-37-81	Research of ethics and gender issues in contemporary regional media (Ternopil region)	November 30, 2012 – May 31, 2013	\$ 16,635	Researched ethical norms and gender issues in contemporary regional media (Ternopil region). TWA also analyzed how reporting ethics is related to gender issues.
39	Volyn Press Club (VPC)	Oksana Yarosh 14, Shevchenko St. Lutsk, Ukraine (033(22))72-45-48	Gender Alphabet for Media in Volyn' region	January 1, 2013 – December 31, 2013	\$ 17,681	Research of gender related issues in local media content and increase gender sensitiveness of local Volyn' journalists.
40	Zdolbuniv city youth NGO "Analytical center for city's development ZEON"	Mykola Orlov, Nezalezhnosti St., 11m, Zdolbuniv, Rivne region, 35705 +38-067-363-8272	Citizen Journalism Development in small neighboring communities	February 1, 2013 – July 31, 2013	\$ 6,905.00	Established a network of citizen journalists in Zdolbuniv and neighboring towns. The NGO encouraged them to share local news, produce analytical reviews and investigations on socially acute issues. The network also cooperated with regional

						CSOs, providing them with opportunities to distribute information about their Activities, thus increase the public sector's influence.
41	Donetsk region organisation of All Ukrainian NGO 'Committee of Voters of Ukraine' (DCVU)	Nadiya Pashkova, 7/42, Shkilniy blvd Donets`k, Ukraine (062(2))337-6316; 804-8181	Multimedia content production for Donetsk media	January 1, 2013 – December 31, 2013	\$ 14,032	Improved information environment in Donetsk and development of civic journalism by producing video content and placing it on the well-known portal <a href="http://www.ngo.donetsk.ua/">http://www.ngo.donetsk.ua/</a> .

Election activity grants						
	Sub-grantee name	Contact information	Project Title	Duration	Award	Brief Description
42	Lviv regional NGO “Lviv Press Club” (LPC-01)	Shostak Olga, 79005, Lviv, 11 Shevchenko Ave., 1 <sup>st</sup> floor, 032-235- 77-90	On-line video blitz debates: candidates from Lviv majority districts	May 1 – October 31, 2012	\$14,980.00	Identified the most popular candidates in 12 majority districts of Lviv region through video blitz debates. Analyzed candidates’ platforms and discussed them in social networks. Organized expert discussions twice per month. Conducted 9-hour video marathon on election day.
43	International Charity Foundation “Academy of Ukrainian Press” (AUP-01)	Oksana Volosheniuk, /12 Vavilovkyh St., Ap.112; Kyiv, 04060, +38-044- 440-9535	Monitoring political advertisement on national channels during 2012 Parliamentary Elections campaign	August 1 – November 30, 2012	\$24,281.89	Conducted content analysis of prime time political advertisements on eight national TV channels during 2012 Parliamentary Elections. Based on monitoring Results, produced analytical articles to expose biased editorial policies of certain TV channels.
44	Regional Press Development Institute (RPDI)	Kateryna Laba, 7, Heorhiivsky Bystreet; 4 <sup>th</sup> floor; office 408-409; Kyiv, 01034, +38- 044-234-2566	Elections 2012: effective media – well-informed society	May 1 – November 30, 2012	\$25,000.00	Contributed to improvement of professional skills of regional journalists and their capability for legal self-defense during 2012 Parliamentary Elections. Three trainings, four legal webinars and around 200 legal consultations were delivered.
45	Democratic Initiatives Foundation (DIF) named after Ilko Kucheriv	Svitlana Barbeliuk, 43-V Oles' Honchar St., Kyiv 01034, 380-44-581-3317	Providing media with sociological content during 2012 Parliamentary Elections	May 1 - December 31, 2012	\$24,351.67	Provided media with sociological content during 2012 Parliamentary Elections. Produced analytical articles and survey Results for media at public events.
46	Society (Suspilnist) Foundation (SF)	Olena Bondarenko, 6/29 Pugachev St., office 45, Kyiv 04119, 380444835733	Online Campus for Voters	May 1 – October 31, 2012	\$ 22,510.00	Created online debate platform and involved active students of 24 Ukrainian universities in public debates of political parties and candidates. Weekly online debates contributed to diversification of

						news sources of information about elections, improvement of media content quality about elections and ensured access to honest and unbiased information about political parties and candidates' platforms.
47	Uzhgorod Press Club (UPC)	Iryna Breza, 3 Sobranets'ka St., Uzhhorod, 88000, +38-0312-61-24-79	Establishing the "Analytics-Content" Journalistic Bureau to Prepare Information and Analytical Materials in Transcarpathia (Zakarpattia Oblast) for 2012 Parliamentary Elections	May 1 - October 31, 2012	\$7,833.00	An independent center, "Analytics-Content" Journalistic Bureau established, to produce quality mass media content on politics during elections in Trans-Carpathia, providing the public with complete and unbiased information on the eve of 2012 Parliamentary Elections.
48	Ternopil regional NGO "Ternopil Press Club" (TPC)	Anzhela Kardynal, 9-75, Druzhba St., Ternopil, 050-437-2607	Ternopil Independent Press Center "2012 Parliamentary Elections"	May 1 – November 30, 2012	\$ 16,592.00	Established an Independent Press Center "2012 Parliamentary Elections" for local journalists and CSOs to organize discussions, analyze candidates' platforms and provide journalists with objective and reliable information about 2012 Parliamentary Elections.
49	Odessa Committee of Voters of Ukraine (OCVU)	Anatoliy Boyko, 25 Sadikovs'ka St., 65091 Odessa, +38-048-716-4018	Elections Pulse: Odessa Region	July 15 – November 15, 2012	\$13,342.00	Organized a 3-hour round table "Media and elections: journalism standards of coverage on a regional level". Produced eighteen 30-minute TV programs called "Elections Pulse".
50	Kherson Press Club	Zhilyaeva Oksana, 43 Myru Ave., 16, 73000, Kherson, +38-050-186-6460	Kherson Choice 2012: debates on candidates' platforms	September 1 – October 31, 2012	\$4,575.00	Invited single-mandate district candidates, experts and civic activists to participate in the TV program "Kherson Choice 2012". The debate program broadcast every Tuesday from 6:00 to 7:00pm on the local channel.
51	Small Private Enterprise TV/Radio	Batrakova Elena, 98300, Kerch,	Fair Elections	August 1 – October 31, 2012	\$8,120.24	Increased transparency of the elections, creating a new platform for public dialogue

	Company “Briz” (TRK Briz)	Teatralnaya str., 15, ap. 7,065061-6-20- 20				between authorities and voters. TRK Briz conducted online public opinion research and designed and implemented an information campaign to raise political awareness and electoral activity of Kerch city and Leninsky rayon residents.
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## Attachment 2: Subgrant Reports

In the period of October 1, 2012 –September 30, 2013, U-Media signed 13 subgrants totaling USD \$208,957.84 with \$20,895.78 in costshare, and approved 20 modifications to active grants totaling \$1,571,420.42, consisting of:

- 4 Institutional subgrants to: Internews Ukraine (IUA), Telekritika (TK), Independent Association of Broadcasters (IAB) and Information & Press Center (IPC-Simferopol), worth \$803,338.76;
- 8 Core subgrants to: Academy of Ukrainian Press (AUP), Institute for Mass Information (IMI), Media Law Institute (MLI), Regional Press Development Institute (RPDI), Ukrainian Association of Press Publishers (UAPP), Center for Ukrainian Reform Education (CURE), Lviv Press Club (LPC) and Svidomo worth \$693,268.92; and
- 2 Crimea subgrants to: Association of Free Journalists in Simferopol; Ltd. Informtavrika, *Kafa* newspaper, Feodosia; and 2 Investigative Reporting subgrants to: Center for Investigative Reporting in Mykolayiv and Rivne Investigative Reporting Agency worth \$74,812.74.

### INSTITUTIONAL PARTNER SUB-GRANTS

#### Independent Association of Broadcasters (IAB)

**Project Title:** Institutional Partner Sub-grant to Independent Association of Broadcasters (IAB)

**Sub-grant timeframe:** May 1, 2012 – July 31, 2013 **Grant Amount:** \$226,732.56

#### Results

- IAB launched Ukraine's first online map that displays information regarding the ownership of TV and radio channels, as well as their coverage area and some other info (<http://mediamap.com.ua/>).
- Regional broadcasters learned about the challenges and possibilities in broadcasting after the 2015 digital switchover, featured in IAB's "Road Map of Digital Broadcasting in Ukraine: regional and local companies."
- The National Council on TV and Radio Broadcasting revised the Plan of Development of TV and Radio on December 26, 2012. The updates included IAB's proposal to introduce low-power multiplexes, which will enable local media outlets to broadcast across areas of 10-15 kilometers. Low-power multiplexes will give local broadcasters the opportunity to transition to digital broadcasting after the official 2015 deadline.

#### Activities

##### *Research*

- IAB made a Media Map<sup>22</sup> of TV and radio stations in different regions of Ukraine, using of the register of media owners of Ukraine and a survey of 3,100 citizens age 12-65 living in cities with populations over 50,000. Researchers examined the quantity of analogue channels available in both cable and satellite TV, available transmitters located throughout Ukrainian

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<sup>22</sup> <http://www.nam.org.ua/news/?type=news&idn=4441>, <http://www.nam.org.ua/news/?type=news&idn=4402>

territory, and signal reception. The Map features a section about which broadcasters are licensed in each region. The Media Map will be available online on October 31, 2013 at <http://mediamap.com.ua/>.

### *Legal Support*

- IAB provided 253 oral and 51 written legal consultations through its hotline, on subjects such as legal regulation of election campaign coverage, publishing of polls and surveys, use of Ukrainian and/or Russian languages, parliamentary hearings on digital transition, anti-monopoly legislation, requests on public information, copyright, reporting on the personal data of public persons, licensing for internet broadcasting, and digitalization. Most requests came from regional companies.
- IAB conducted 3 two-day seminars on access to public information and protection of personal data in Simferopol (Nov.7-8, 2012), Dnipropetrovsk (Nov.15-16, 2012) and Ternopil (Feb.27-28, 2013) for 50 journalists, editors, and media managers. IAB taught broadcasters how to avoid violating the law when their access to public information is limited, and on allowable use of personal data. Trainers were IAB lawyers Tetyana Fomina and Olga Bolshakova.

### *Strengthening local media capacity and improving content*

- On April 25, IAB held an Award Ceremony<sup>23</sup> for winners of the *Honor of the Profession 2013* contest in Kyiv. Winners received a crystal statuette, a small cash prize and sponsors' prizes. The winning stories were "Neighbors of Uncle Sirozha" by Stanislaw Jasinskyi, of the TSN-Week news program of "1+1" for the best report with a civil position; the investigative report "Ukrtransgas - from pensioners to the president" by Denys Bigus, TVi; the report "Network Swamp" by Butkevych Bogdan of "Ukrainian Week" magazine for best reporting on a complicated topic; "Scandal MIA," by Igor Koltunov of the NTN program Influence Agents, for the best resonant reporting; and the report "Potemkynska ecology in Dnepropetrovsk, or sketch for improvement" by young journalist Olga Yudina, a freelance journalist with the online newspaper "Fraza". The jury consisted of 11 recognized journalists of national and regional media.
- On March 22, IAB held the International Conference "New Media - New Possibilities"<sup>24</sup> with the participation of 130 top media managers, TV, radio, press and Internet editors, marketing and development directors, sales and promotion managers, bloggers, new media experts and civil society activists from Ukraine and other CIS countries. The Conference addressed challenges and opportunities in learning about Internet and mobile audiences, business models for multimedia platforms and social networks, specifics of online TV and radio, and citizen journalism for online media. International speakers Alina Mikhaliyova, marketing director at Russia Today channel, Russia; Marcel Levy, chief editor at Ecríteo press agency, France; and Dominik Born, head of projects at the technology & production center of Swiss National Radio, shared their best practices and lessons learnt.

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<sup>23</sup> <http://www.nam.org.ua/news/?type=news&idn=4395>

<sup>24</sup> <http://www.nam.org.ua/news/?type=news&idn=4260>



*IAB Conference “New Media – New Opportunities” provided recommendations on best convergent solutions for media managers and journalists, March 22, 2013*

- IAB provided consultancy support to three regional broadcasters – MTRK in Chernivtsi, ZIK in Lviv region, and ART in Crimea, to assist their transfer from traditional broadcast-only platforms to multimedia convergent internet platforms. IAB and regional broadcasters examined the potential internet audiences in their regions, planned internet applications and content and prepared scopes of work for rebuilding their websites.
- IAB delivered a five-day training in July-August 2013 for five local broadcasters that participated in the U-Media supported new media consulting project in 2010: Zakhidnyi Polus, Ivano-Frankivsk; Union, Donetsk; Grad, Odessa, Privat TV, Dnipropetrovsk and ATV, Kharkiv. Regional CEOs and internet-project managers learned about media convergence from a practical perspective: they planned online media projects, chose strategy and target audience, discussed sites’ monetization and marketing approach, legal requirements for online media; technical requirements for online broadcasting, and the pros and cons of working with OTT-platform. The trainers’ group consisted of 14 experts in online projects and media research as well as business trainers.
- IAB developed a distance-learning curriculum for *Effective Media Management* in partnership with experts from Moscow Higher School of Economics. The curriculum for media managers provides the teaching basics of media management, business planning, budgeting, and the organization of sales and marketing in the TV business. The 308 hour-curriculum consists of 8 lectures and 4 online modules, and is provided for a fee. Twenty participants will be selected through a tender among CEOs and middle managers of mostly

*“This training was an important continuation of the work done in 2010. The main problem for realization of internet projects is the absence of qualified people in the regions. I found issues of monetization and personnel for internet projects to be the most useful for me. We plan to extend our company presence online in the nearest time.”*

*Volodymyr Fomin “Zakhidnyi Polus”, Ivano-Frankivsk*

regional media companies. At the end of the project, participants are to elaborate and present their projects about introducing some changes within their workplaces.

#### *Legal Monitoring and Advocacy*

- IAB continued monitoring legislative initiatives of the National Council on TV and Radio and other regulators that control broadcasters. Regulator announcements were placed on the IAB website <http://www.nam.org.ua/news/?type=digest>, <http://www.nam.org.ua/icenter/?type=newsnr>.
- IAB was the only NGO that submitted comments to the Annual Report 2012 of the National Council on TV and Radio (NCTR). IAB criticized the NCTR for the non-transparent digitalization process it used in issuing the second tender on digital frequencies for regional and local broadcasting. Based upon the IAB recommendations, the Parliament Committee on Freedom of Speech and Information did not approve the NCTR annual report. Despite that, the President accepted the NCTR Annual Report, which allowed for the NCTR to continue working as usual.
- IAB actively promoted a new version of the law “On TV and Broadcasting” through participation in meetings of a working group on broadcasting by the Parliament Committee on Freedom of Speech and Information (PCFSI), which submitted its proposals on the draft law (80% of recommendations were accepted), presented the draft law concept during the IAB Congress to discuss its consequences for broadcasters, spoke at roundtables of other media CSOs, and organized meetings of the Council of Europe experts with national broadcasters to promote the new version of the law.
- Considering the urgency of switching Ukrainian broadcasters to a digital platform in 2015, IAB recommended that the Parliamentary Committee on Freedom of Speech and Information create a working group and hold Parliamentary hearings on digitalization. Following IAB’s request, the Committee hearings on digitalization were held in May 2013; on July 3, 2013 a working group on digital switchover was created (<http://bit.ly/1dlXoF8>).
- On February 5, IAB conducted the roundtable “New round of fighting censorship,” where 25 media experts discussed the delay in terminating the National Council on Public Morality. Twenty-five media experts including representatives of the Internet Association of Ukraine, Industrial Television Committee, Institute of Media Law, and Ukrainian Association of Press Publishers emphasized that in democratic countries public morality should not be regulated by the state using money from citizens’ taxes, as many spheres of society need that financing much more (hospitals, social services, etc.) and society itself should be a watchdog of morality.
- July 16, IAB, jointly with the Institute of Media Law, conducted the roundtable “New technologies to resolve old problems: struggle against censorship, self-regulation of media, and public television during digital switch-over”<sup>25</sup> in Kyiv. 65 media experts discussed opportunities for transitioning traditional media into the public broadcaster, and in particular, transitioning regional broadcasters to Internet public TV as an alternative to traditional broadcasting. Among the speakers were representatives of IAB, Institute of Media Law,

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<sup>25</sup> <http://www.nam.org.ua/news/?type=news&idn=4681>

Internews-Ukraine, OSCE, Association of Media Lawyers, Stop Censorship, and Commission on Journalism ethics.

### *Lawmaking*

IAB lawyers submitted 10 recommendations to the National Council on TV and Radio regarding 10 by-laws and 16 recommendations to the Parliament Committee on Freedom of Speech and Information (PCFSI) that concerned 16 laws and draft laws, in particular:

- changes to several Ukrainian laws for ensuring transparency of *media ownership* in TV and radio; was approved by PCFSI, and adopted in first reading in Parliament<sup>26</sup>.
- changes to articles 8 and 11 of the law on information regarding the language of information and the privacy of information. There was a contradiction between two laws “On information” and “On state policy of language policy,” regarding information about private persons. IAB proposed ways of harmonizing those laws, which were not supported by PCFSI;
- changes to several legislative acts of Ukraine on prohibition of blocking media; was recommended by PCFSI for approval, but the Parliament has not considered them yet;
- comments on a draft regulation that prohibits political advertisement of the Customs Union due to its conflict with the Ukrainian Constitution (#2376); IAB maintains the draft is undemocratic and illegal because the draft prohibits the idea of the Customs Union, not the advertisement. PCFSI has yet to consider it.
- IAB, in partnership with National Association of Journalists of Ukraine, Industrial Television Committee, and the Internet Association of Ukraine, signed an appeal for liquidation of the state body for censorship regulation <http://www.telekritika.ua/news/2010-05-18/53043>; PCFSI approved, but Parliament has not considered it yet;

### *Organizational capacity development*

In July-August 2013, IAB for the first time underwent a SATT/OSS Self-Assessment. IAB adjusted its organizational strategic plan to effectively meet the challenges of the present media market. IAB admitted 4 media outlets to its membership: “Atlant-SV”, Simferopol; “TVA” TV-channel, Chernivtsi; “Galychyna”, Ivano-Frankivsk; and “Ekran”, Dzhankoy.

Under its HR development scheme, IAB managers improved their knowledge and skills in financial management and budgeting. The Executive Director, Organizational Director and Grant Manager completed the training program “Financial Management for NGOs” conducted by “Compass” in November-December 2012. With that improved organizational competency and after a consultation with the “Compass” audit-consulting group, IAB refined its accounting system of coding incomes and expenses, created financial reporting forms, developed and approved its “Audit Conducting Procedures,” “Business Trips/Assignments” Policy, “Property Management Manual,” and “Procurement Manual.”

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<sup>26</sup> [http://w1.c1.rada.gov.ua/pls/zweb2/webproc4\\_1?pf3511=45530](http://w1.c1.rada.gov.ua/pls/zweb2/webproc4_1?pf3511=45530)



IAB started cooperating with the Swedish International Development Agency (SIDA) and underwent SIDA's system-based audit. IAB is in the process of implementing SIDA's audit recommendations and is preparing for the international audit to be conducted by a third-party firm according to SIDA requirements.

### **Overall Management and Implementation Challenges**

IAB had troubles acquiring data from the Unique State Register about media organizations of Ukraine while collecting information for the Media Map. The Register said it refused to respond to IAB's request because IAB requested too much information (100 requests). IAB had troubles recruiting a project manager for the "new media incubators" project: applicants had higher salary demands than what was budgeted. Thus, IAB decided to use current staff for administering the project with advice from field specialists when needed.

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### **Internews Ukraine (IUA)**

**Project Title:** Institutional Grant to Internews Ukraine (IUA): combination of program and capacity building activities

**Sub-grant timeframe:** December 1, 2011– November 30, 2013 **Grant Amount:** \$797,572

### **Results**

A number of IUA training sessions (mostly for regional journalists) in mastering content production skills for different types of media, professional standards and web media monetization cultivated a professional attitude among young regional journalists towards local news production:

- 20 journalists and editors from 17 oblasts obtained new skills in multimedia content production and monetization.
- 40 journalists from 16 oblasts improved skills in reportage production (print and on-line).
  - 14 media designers increased their knowledge of infographics.
  - IUA's MediaNext Summer School for young journalists became an established annual event. Last summer, 29 regional journalists learned about the most current new media technologies and journalism ethics and standards in internet media.





*Infographic created by the students of the 3rd School of Infographics, July 2013*

In Year 2 of U-media, Internews Ukraine became the training ground for the best international practices in convergent newsroom management and digital journalism as a whole. Within this reporting period, 47 journalists, editors and media managers from Kyiv and 10 oblasts increased their knowledge in transitioning media to digital platforms at a master class taught by Polish expert Mr. Piotr Stasiak.

IUA's Media Expert Club has become a well-known gathering of leading media representatives advocating for the interests of the sector. The Expert Club meeting on September 10, 2013 analyzed the situation of information security in Ukraine, including fake "news" outlets and attacks on popular Ukrainian websites (e.g. "Ukrainska Pravda"). Experts' recommendations were transferred to the relevant Parliamentary Committees through the MPs who are Expert Club members - Mykola Knyazhytsky and Andriy Shevchenko ("Batkivshchyna").

In July – August 2013, IUA conducted its first **SATT/OSS Self-Assessment**. Since 2012, IUA's organizational capacity rating increased by 0.5 (3.35 in 2012 and 3.85 in 2013). IUA developed its 2014 Organizational Development Plan, and on September 19-20 held a strategic planning session to adjust its 2012-2015 Strategic Plan.

### Activities

On April 13-14, 2013, IUA organized the **"2M for online media"** (multimedia and monetization) training for 11 journalists from 7 regions. On May 25-26, the same topic was covered for 9 journalists and editors from 8 regions. The trainers were Makson Pugovskiy, head of digital communications, PRP agency, Tamara Babakova, internet projects development director, UMH Group; Pavlo Pedenko, internet projects department director, "1+1 Studio; Pavlo Urusov, founder and editor-in-chief, Gagadget.com; and Serhiy Danylenko, head of Gloss.ua

portal. Participants' surveys demonstrated a 24%-increase in their knowledge of monetization methods for internet media.

On June 17, IUA hosted a **master class “Is business strategy of multimedia platforms justified in the era of fusion-journalism?”** by Polish expert Piotr Stasiak, a leading strategist for Ringier Axel Springer Poland media group (publishes Forbes and Newsweek). Participants: 47 journalists, editors and media-managers from Kyiv and 10 regions. In addition, 67 persons viewed the master class online through UstreamTV. Key topics: content for multimedia platforms, integration of traditional journalists into convergent teams, and the Polish experience of the transition to digital journalism.

IUA conducted three sessions within the training course **“Skill of online reporting”** on July 27-28 for 14 journalists and bloggers; on August 17-18 for 14 journalists; and on September 7-8 for 12 journalists. Topics included best practices (Polish, American, Russian and Ukrainian) in reportage structure including the role of headlines, first paragraphs and summaries, equipment required, and field work and evaluation of reportage. Participants represented 16 regions: Kyiv, Dnipropetrovsk, Donetsk, Chernihiv, Kharkiv, Kherson, Lviv, Cherkasy, Vinnytsia, Ternopil, Khmelnytskyi, Mykolaiv, Crimea, Kirovohrad, Rivne, and Poltava (Kremenchuk). The trainers were Tamara Babakova, director of internet projects, UMH Group, and Pavlo Solodko, editor-in-chief, Istorychna Pravda.

On July 25-28, IUA organized the **Third School of Infographics** in Kyiv. It brought together 14 designers and media professionals interested in visualization in media from 4 regions (Lviv, Odessa, Luhansk and Kyiv). Topics included quality design, use of Adobe Illustrator, advanced infographics tools such as Tableau, AmCharts, Infogram, Google Refine, Google Charts and Notebox. Trainers were Anatoliy Bondarenko, editor, Texty.org.ua; Dmytro Mokriy-Voronskiy, designer; Nadia Kelm, designer; Sergiy Kornienko, art director, Forbes.ua; and Iryna Markova, editor, journalist.

IUA conducted a training course **“Art of Journalism. Course for Beginners”** in Kyiv: April 19-21 for 10 journalists; on June 7-9 for 9 journalists; and on July 5-7 for 10 journalists. 29 young professionals represented the following regions: Kyiv, Kharkiv, Cherkasy, Vinnytsia, Uzhhorod, Kirovohrad, Odessa, Ternopil, Lviv, Luhansk, Khmelnytskyi, Mykolaiv and Donetsk. Topics included print genres production and the modern media market for online media. IUA organized site visits to Korrespondent.net, Forbes.ua, TSN.ua and The Village Kyiv. The trainers were Tamara Babakova, internet projects development director, UMH Group, and Evhen Safonov, editor-in-chief, The Village Kyiv internet newspaper.

IUA conducted the **4<sup>th</sup> MediaNext Summer School** on July 14-20 in Kyiv. 29 young regional journalists mastered their skills in new media tools, raised their knowledge of standards of journalism, internet strategies and ethics in internet journalism. A team of 14 trainers included speakers from Forbes.UA, Focus.ua, “1+1” TV channel, The Village Kiev, “Ukrainska Pravda”, Gazeta.ua, Slidstvo.info, Gloss.ua, and Ukraina TV channel. Serhiy Leschenko and Mustafa Nayem (“Ukrainska Pravda”) were among guest speakers.

### **Elect.UA Crowdsourcing Project**

IUA created the crowdsourced project **ElectUA.org** that allowed citizens to participate in the monitoring of the Ukrainian parliamentary elections of 2012 by posting violation alerts onto a virtual map of Ukraine. Citizens could use the website itself, Twitter and Facebook, SMS messages or dedicated phone lines to report violations. Moderators verified many of the reports to provide an accurate and up-to-date picture of the 2012 Parliamentary elections.

The project received **2,500** alerts about violations during the election campaign, and **1,724 messages** were published on the ElectUA website [www.electua.org](http://www.electua.org); 74% were submitted via the online web-form, 24% through the ElectUA Facebook page, and 1% each through Twitter and email. ElectUA posted 368 alerts on Election Day alone. The ElectUA website had 34,065 unique visitors, including 3,737 visitors on voting day.

IUA conducted two **Expert Media Club meetings** (June 11 and September 10). On June 11, 20 media professionals discussed the status of Ukraine's fulfillment of the EU requirements for signing the EU-Ukraine Association Agreement in November 2013. Among the key points were a report of OSCE/ODIHR and conclusions of the Venice Commission regarding the Law on National Referendum, a draft Law on Amendments to the Election Law, and a draft Law on Public Broadcasting. It is worth mentioning that the Media Club experts' thoughts were used by the Parliamentary Committee for Freedom of Speech and Information when recommending the draft Law on Public Broadcasting for first reading in early July 2013.

On September 10, 19 IUA Expert Media Club members discussed the issues of Ukraine's information security on the eve of the Vilnius Summit where Ukraine is scheduled to sign the EU-Ukraine Association Agreement. Guest speakers were: Ms. Tetyana Sylina, a journalist of international policy department at the "Weekly Mirror", and Mr. Maksym Rozymny, chief of department for political strategies, National Institute for Strategic Studies. Key conclusions of the discussion were the following:

- Information space of Ukraine remains under Russian influence. Ukrainian authorities do not work on state information policy development, and that is why Ukraine is vulnerable in the so-called "Russia-Ukraine" information war. Cultivating a national information environment is important to prevent any dangerous external interference;
- Within the public information campaign and before signing the EU-Ukraine Association Agreement, ordinary media consumers should be provided simple pragmatic stories/examples demonstrating potential improvements in their lives after signing the Agreement;
- For a successful public information campaign, a single coordination center would be an asset. Representatives of the civil society sector would be good speakers delivering the right messages to ordinary citizens and cultivating fruitful partnerships between media and the community.

## Organizational capacity development

In April, IUA underwent an international audit by PJSC “Deloitte & Touche USC” (audit expenses were allocated 50/50 between USAID and SIDA). IUA implemented the auditor’s recommendations and launched the new version of Quickbooks Pro 2013 software. To further diversify its funds, IUA developed its **Fundraising Policy**. IUA also:

- Held its Board meeting and approved IUA’s 2012 Financial Report; 2013 Budget; and amendments to organizational policies;
- Developed its **Communication Policy**, including its *Information Products Development and Distribution Guide; Press Announcement and Press Release Production Guide; and Public Events Organization and Media Support Guide*.
- IUA’s Communication Manager conducted an internal training for its staff to effectively implement the Policy into IUA operations and ensure that IUA promo materials correspond to IUA’s mission and strategic priorities.
- With its increased presence on Facebook and to further form its image as a mission-driven organization, IUA ran its in-company Social Networks Communication Rules training in late September 2013.
- As part of its **Personnel Development Policy**, IUA ran trainings on *Theory of Media and Journalism Standards, Key Principles of NGO Functioning, Communications and Presentation Skills, Time Management, and Negotiations Techniques*, with a minimum of two trainings to be held by the end of 2013.

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## Information and Press Center (IPC)

**Project Title:** Institutional Partner Sub-grant to Information and Press Center Simferopol

**Sub-grant timeframe:** December 1, 2011 – November 30, 2013

**Grant Amount:** \$330,324.00

### Results

Several investigations conducted by IPC’s **Center of Journalistic Investigations** had notable impact, resulting in pre-judicial inquiries, public statements by top officials, reversal of official decisions, civic protest actions, and reviews by appointed controlling bodies. In particular, following several publications and TV programs about the reorganization and downsizing of the Sechenov Research Institute in Yalta, 7 premises were returned to the Institute by the regional government and employees kept their jobs. After a publication about the unlawful expropriation of the land belonging to the Bobrov Children’s Tuberculosis Sanatorium in Alupka, the Prosecutor of Crimea ordered an audit of 120 Crimean sanatoriums, which resulted in 3 criminal cases and over 100 lawsuits against sanatorium executives and local government officials. IPC’s television coverage of this issue can be found at <http://investigator.org.ua/vnb/69629/>.

IPC's investigation of the illegal seizure of Black Sea beaches in Crimea helped Crimean citizens reclaim several beaches after the Prosecutor's Office of Crimea investigated and canceled the illegal ownership of the beaches. Deputy Prosecutor of Crimea Igor Shapkin<sup>27</sup> reported on results of his investigation in his interview for the IPC TV program "National Security Issue" in August 2013. In another case, the Center's investigation on 20 forged housing cooperatives in Crimea<sup>28</sup> prompted the Crimean Chief Prosecutor Vyacheslav Pavlov to promise to stop corruption schemes in land grabbing and illegal development in his interview with "Dzerkalo Tyzhnya" in April 2013.

After the murder of Kirill Kostenko, the Mayor of Simeiz, Crimea, on February 26, the IPC published a series of exclusive stories, including breaking news about the murder, video of the shooting from a security camera at a nearby hotel, photos of individuals connected to the crime, and analytical articles about motives behind the crime. On the day of the murder, the IPC website had 13,528 unique visitors. On February 28, when the Center posted the security camera video on its site, 27,733 unique visitors watched it. The Center's exclusive coverage of the assassination (text, photo and video) was cited by leading Ukrainian and Russian media. On average, IPC's website had 3,000 unique visitors (and 4,000 total visits) per day during this reporting period.

## Activities

### *Content Production*

IPC's Center of Journalistic Investigations published more than 35 exclusive articles and more than 2,000 news stories per month (40% exclusively IPC's) on its website <http://investigator.org.ua>. It also produced 12 episodes of the "National Security Issues" TV program, broadcast on the Chornomorska Broadcasting Company, to one million actual viewers per episode.

A new service of the Center - online broadcasts of press conferences and important public events - increased the volume of video content available through the website<sup>29</sup>. Over the past year, the Center of Journalistic Investigations broadcast 38 events online at <http://investigator.org.ua/>, including press conferences that included Crimean officials, civil society leaders, USAID DAY in Simferopol on June 1, and other media events in Simferopol.

Kyiv-based media and information agencies reposted IPC content as key news on Crimea issues. Of the 4,000 unique visitors per day to the IPC site, 14.9% were from Kyiv.

IPC produced 24 episodes of the "National Security Issue" TV program<sup>30</sup>, broadcast on Chornomorskaya TRC TV at 20.50 on Tuesdays and rerun at 9.50 on Wednesdays and at 19.30 on Sundays. The audience of Chornomorskaya is 1 million viewers. IPC continued monitoring accessibility of the Black Sea shore and created a registry of Crimean beach owners that included

#### **Investigative Reporting**

After the Center for Investigative Reporting (at the Information & Press Center, IPC-Simferopol) published a series of stories about land grabbing at a children's tuberculosis sanatorium in Alupka, the Prosecutor of Crimea ordered a check of 120 Crimean sanatoriums, which led to 3 criminal cases and over 100 lawsuits.

<sup>27</sup> <http://investigator.org.ua/articles/71077/>, <http://investigator.org.ua/articles/96570/>

<sup>28</sup> <http://investigator.org.ua/news/80632/>, <http://investigator.org.ua/articles/83932/>

<sup>29</sup> <http://investigator.org.ua/vidvid/>

<sup>30</sup> <http://investigator.org.ua/category/tv/>



the owner's name, land size, and public accessibility to their beaches. The registry is published at <http://investigator.org.ua/beachs/>.

With co-funding from the International Renaissance Foundation, IPC continued reporting on court issues on the [Bureau of Court Information webpage](#), and provided online legal consultations for journalists; IPC also reported on state purchases and regional tenders on the [Public Money webpage](#). During the October 2012 election campaign, the Center published an "Elections 2012" column, covering party campaigning in Crimean during the Parliamentary Elections.

During the 2012 Parliamentary Elections, the Center carried out *The Price of Power* media project, which exposed violations of election laws and voters' rights and monitored election campaign funding. The Center requested that 20 candidates in 10 Crimean districts publish their election budgets. Approximately one-fourth of them complied with the request.

IPC started to actively publish user-generated content - photos and videos of events, reports of abuse, etc. Users sent in their content on their own initiative or in response to newsroom requests.

### *Journalism Training*

IPC held 4 webinars for 52 journalists about multimedia content production, investigative journalism on state purchases, and access to court information. The webinars allowed journalists from different regions to learn about the most effective use of video, photography and audio in reporting, about the tenders and purchase system in Ukraine, the structure of the court system, legal regulations on photo-video recording in courts, and use of open sources in court reporting:

- June 20, Simferopol - webinar "Modern Instruments for Creation of Multimedia Content" (<http://ipc.crimea.ua/news/1075>) for 25 journalists of Crimea and Ukraine (15 female and 10 male); trainer – U-Media Advisor Oleg Khomenok.
- July 3, Simferopol – webinar "Journalistic investigations of corruption and abuse in the field of state purchase" (<http://ipc.crimea.ua/news/1077>) for 14 journalists of Crimea and Ukraine (10 female and 4 male); trainer - Editor of the [Public Money](#) portal Sergey Mokrushin.
- July 4, Simferopol – webinar "Access to court information and media coverage of court processes" (<http://ipc.crimea.ua/news/1078>) for 12 journalists of Crimea and Ukraine (9 female and 3 male); trainer -Editor of the [Bureau of Court Information](#) website Tatyana Kurmanova.
- March 12- IPC Lawyer Sergey Fominyh conducted a webinar on the new Law "On Associations of Citizens"; he took 16 representatives of Crimean CSOs through the features of this new law, which regulates the activities of Ukrainian CSOs. He focused on new registration regulations for CSOs, their territorial status, new possibilities for CSO economic activities, and property rights.

IPC conducted the training "News reporting and professional standards" on July 12 in Simferopol. 12 journalists and bloggers (7 female, 5 male) from different regions learned about professional journalism ethics, sources of information, criteria for selection of news, and legal aspects of journalism work. The trainer was Valentina Samar, Chief Editor for Center for Journalistic Investigations.



IPC organized training on media outreach in Simferopol on November 23, 2012, for 12 CSO representatives. The training covered principles of working with media and social networks to raise the visibility of CSO work and successes. IPC trained staff at a children's library in Simferopol, a disabled persons CSO, an environmental CSO, a human rights center, an HIV/AIDS assistance organization, a youth leaders club, and a Crimean Tatar cultural center. All organizations are using their new skills to improve their external communications strategies and deliver messages through mass media.

#### *Organizing public discussions, expert roundtables, press conferences*

Since October 2012, IPC media centers in Simferopol, Yalta, Dzhankoy, Yevpatoriya, and Feodosiya have hosted 166 press conferences, 49 trainings, 21 round tables, 5 webinars and 1 conference, involving 1,972 representatives of CSOs, media, local authorities, and businesses. Media coverage of these activities included 298 TV spots, 770 publications in online media, and 268 print publications. Overall, four media centers contributed to production of quality local news by writing up to 1,700 news pieces placed on their websites for their regular audience of 49,300 unique visitors ([ipc-bigyalta.org](http://ipc-bigyalta.org), [ipc-dzhankoy.org](http://ipc-dzhankoy.org), [www.ipc-evpatoria.org](http://www.ipc-evpatoria.org), and [www.ipc.crimea.ua](http://www.ipc.crimea.ua)). Exclusive regional news items were also published in the "Regional News" section of the Center of Journalistic Investigations website.

#### *Organizational capacity development*

Three more IPC-Simferopol's media centers – IPC-Feodosiya, IPC-Yevpatoriya, and IPC-Big Yalta – were registered as CSOs at the Ministry of Justice during this reporting period. IPC-Simferopol continues to play its role as a coordinator of the media centers network and assists them in their institutional capacity building. IPC assists its partner organizations (Association of Free Journalists, IPC-Sevastopol Media Center, and IPC-Feodosiya Media Center) in developing project proposals, budgeting and reporting. On September 10, IPC-Simferopol agreed with the United States Peace Corps in Ukraine to invite a Peace Corps volunteer to work with IPC on capacity building starting in late November 2013.

After IPC's Financial Manager and Accountant participated in U-Media's Financial Management Training for CSOs (Kyiv, December 2012), IPC continued to adapt its financial management instruments and internal procedures to the CSO's needs and international donor requirements. IPC-Simferopol successfully underwent an audit for the year 2012 (the audit certificate was received on 19 May, 2013) and is now implementing the auditors' recommendations.

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## **Telekritika (TK)**

**Project title:** Institutional Grant for Telekritika

**Sub-grant timeframe:** December 1, 2011 – November 30, 2013

**Grant Amount:** \$450,311.50

### **Results**

Telekritika's monitoring of TV news on national TV channels became increasingly popular in Year 2. Average viewerhip of the monthly monitoring report has more than doubled compared to the previous period, with 14,457 views/month for national TV

(<http://osvita.mediasapiens.ua/material/18090>, <http://osvita.mediasapiens.ua/material/19514>, <http://osvita.mediasapiens.ua/material/20667>, <http://osvita.mediasapiens.ua/material/21606>) and 8,820 for regional TV (<http://osvita.mediasapiens.ua/material/18275>, <http://osvita.mediasapiens.ua/material/19237>, <http://osvita.mediasapiens.ua/material/20862>, <http://osvita.mediasapiens.ua/material/22181>) during April-September, in contrast with 1,800 views in October 2012.

The monitoring identified a large number of violations of journalism standards and the growth of censorship in TV news, particularly regarding reporting of regional meetings of opposition parties and public protests against the police department's handling of a rape case in Vradiyivka village, Kherson oblast.

The Editor-in-Chief of Telekritika, Natalia Ligacheva, presented media monitoring results during the last INTER Public Council (see textbox) held in Warsaw on February 22. The meeting was held in Warsaw to allow for the participation of INTER's previous owner, Valeriy Khoroshkovsky, who fled Ukraine after the sale of the TV channel. A report on the meeting can be found at <http://bit.ly/116JLhH>.

**The INTER TV Public Council**  
In December 2012, a Public Council was established at the Inter TV channel by a group of media NGOs including U-Media monitoring partners – AUP, IMI and Telekritika. The key function of the Public Council was overseeing journalism standards and balance in news production. The Council was disbanded after the sale of INTER to Presidential chief of staff Serhiy Lyovochkin and billionaire Dmytro Firtash.

Telekritika's portal *Mediasapiens* reached an average of 1,000 viewers per post and attracted more than 240,000 visitors over the last 12 months. Content posted this reporting period included over 100 analytical articles, 26 interviews with media experts, publications on media literacy, media monitoring, and new media. Monthly views of *Mediasapiens* increased from 34,964 in October 2012 to 53,044 in March 2013. The number of Facebook followers grew from 2,000 in October 2012 to 2,964 in September 2013. The weekly number of users who interact with the content (comments, shares) also increased in March to 200-220, up from 70-80 in October of last year.

The National Council of Ukraine on Television and Radio Broadcasting awarded TK journalist Maryna Dorosh (<http://osvita.mediasapiens.ua/material/17681>) for quality reporting, input into citizens' media literacy and new media development on the Day of Ukrainian Journalist in June 2013.

## Activities

### *Media monitoring*

TK conducted twelve waves of monitoring of TV news quality (nine channels - First National, STB, Inter, 1 +1, ICTV, Ukraine, Novy Channel, 5<sup>th</sup> Channel, TVi) and published 24 analytical reports with explanation of professional standards violations. Monitoring of regional news quality was carried out in five regions: Kharkiv, Crimea, Sumy, Vinnytsia and Lviv. The quality of regional TV news was not homogeneous; Lviv channels demonstrated higher adherence to journalism standards and ethics, as compared to broadcasters of Vinnytsia, Sumy, Kharkiv oblasts and Crimea. However, experts did not find any hidden advertisements in news on Vinnytsia channel VITA and Kharkiv channel Simon in June. TK initiated regional discussions

of monitoring findings in Lviv, Kharkiv and Vinnytsia (<http://zik.ua/ua/news/2013/04/01/401611>, <http://bit.ly/1dNRJoT>, <http://osvita.mediasapiens.ua/material/21668>). TK's Manager of the Regional Monitoring Group, Natalia Sokolenko visited local media clubs to hold peer discussions on adherence to journalistic standards.

Among regional broadcasters, Sumy channels Academ-TV and Vidikon lead the jeans rating in July 2013 with 32% and 29% of hidden advertisements in news respectively. Two Vinnytsia channels surprised monitors with significant jeans reductions in July in comparison to January 2013; Vinnychna fell from 37% in January to 5% in July, and the Vita channel surpassed all other broadcasters under monitoring with no jeans in July in comparison to 23% in January. Overall, the two Lviv channels – ZIK and TRC Luks - along with Vinnytsia TRC Vita, demonstrated the highest percentage of quality content in 2013 with an average jeans rate of 6%.

Telekritika presented its monitoring results at events and on TV programs. Notable events include the “Open news for honest elections” conference on October 31; the online marathon “Viktor Yanukovich: The Third Year-Improvement” organized by the “Stop Censorship!” movement<sup>31</sup> on March 6; and the UNDP Regional Conference “Strengthening multilateral cooperation and international mechanisms of human rights protection” on March 21.

Telekritika's website and other popular media, including “Ukrainska Pravda,” Gromadski prostir/Civil Space, online newspaper “Day,” Crimea Press Center, portal Zaxid.net, and TV and Radio Company ZIK, posted TK's monitoring results of national and regional TV channels (Kharkiv, Autonomous Republic of Crimea, Sumy, Vinnytsia and Lviv stations).

The *Mediasapiens* portal published high quality articles and reviews on media literacy/education, interviews with media experts and popular authors such as Georgiy Pocheptsov, Igor Kulias, Kost Bondarenko, Larysa Mudrak, Serhiy Grabovskyi and others. The portal also covered international trends and practices in the media sphere and translated English articles on media education and published advice for professors of journalism (<http://osvita.mediasapiens.ua/material/21489>), advice from the Vice President of Fojo Media Institute and Board Member of the World Editors Forum Anette Novak (<http://osvita.mediasapiens.ua/material/18111>); and review of American press debates around objectivity in journalism. (This discussion arose after The Guardian publicized information declassified by Edward Snowden) <http://osvita.mediasapiens.ua/material/21337>.

Telekritika published 14 guides for journalists on how to use new media tools for information searches and new media use in television production. Telekritika placed monitoring reports of other U-Media partners such as the Institute of Mass Information, Academy of Ukrainian Press, and Center for Ukrainian Reform Education on *Mediasapiens*; these posts gathered on average from 6,000 to 10,000 views each.

In August, Chief Editor of *MediaSapiens* Diana Dutsyk delivered a two-day training on multimedia journalism, journalism ethics and reportage methods for Ternopil journalists and for

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<sup>31</sup> [http://video.telekritika.ua/show/no\\_comment/1398-ianukovich\\_pokrawiv\\_servilnist\\_vlastivu\\_ukrayinskim\\_zhurnalistam](http://video.telekritika.ua/show/no_comment/1398-ianukovich_pokrawiv_servilnist_vlastivu_ukrayinskim_zhurnalistam)

students of the Medical Journalism School held by the National Union of Journalists of Ukraine (NUJU).

#### *Mediasapiens online magazine*

During the reporting period, more than 240,000 people visited the *Mediasapiens* online magazine. Telekritika journalists posted interviews with Iryna Bekeshkina, sociologist and Director of the **Democratic Initiatives Foundation**

(<http://osvita.mediasapiens.ua/material/15238>); German political scientist Andreas Umland (<http://osvita.mediasapiens.ua/material/15916>); the founder of Kharkiv website MediaPort, Zurab Alasania, and others.

#### *Organizational capacity development*

In August 2013, TK for the first time conducted a SATT/OSS Self-Assessment, which resulted in TK's Organizational Development Plan for 2014.

To enhance its financial viability and resource mobilization, TK attracted funds from the International Renaissance Foundation to monitor political talkshows and analytical TV programs, and from the Campaign for Tobacco-Free Kids to keep monitoring media re violations of legislation on advertising tobacco products. To develop its program activity, TK signed an agreement with the Danish International Development Agency to launch a project dedicated to public broadcasting.

To improve its organizational systems and standards, TK developed and implemented its internal project reporting procedure, financial reporting included, to streamline relations between TK and experts/consultants who deliver their services to TK. TK developed the questionnaire to study its partners' satisfaction with their cooperation with TK. To streamline TK's project Monitoring & Evaluation, TK developed and implemented a logframe to monitor and assess the results gained under every project run by TK.

In March-April 2013, CSO Telekritika underwent its 2012 audit in accordance with international accounting standards. The audit, funded by SIDA, was conducted by NGM Group Consulting. According to the agreement with SIDA, the final audit report was shared with Internews.

### **CORE PARTNER SUBGRANTS**

#### **Institute of Mass Information (IMI)**

**Project Title:** Print media monitoring, protection of journalists' legal rights and institutional development

**Sub-grant Timeframe:** December 1, 2011 - December 31, 2013

**Grant Amount:** \$ 285,625.07

#### **Results**

The Institute of Mass Information (IMI) confirmed its status as a journalist advocate by winning two court cases on journalists' behalf in the past year. The first win was for journalists of *Ukrayinska Pravda* in a lawsuit brought by former Member of Parliament Vasyl Hrytsak regarding information contained in the blog of journalist Yegor Sobolev on the *Ukrainska Pravda* website. The IMI legal department collected evidence in favor of the defendants,

prepared an objection to the MP's claims, and represented the client in court debates. As a result, on April 30, Shevchenkivski district court of Kyiv denied the claim of Mr. Hrytsak. In the second case, IMI lawyers successfully defended journalist and political analyst Serhiy Taran, Director of Center for Political Studies and Analytics, who was accused of defamation and was sued by Mykola Melnichenko, former Major of Ukraine State Security Office.

In April, the Women's Information Consultative Center and La Strada International human rights organization awarded IMI with the Gender Balance Award-2013 for research on gender balance and professional standards in Ukrainian media.

After eight years of stagnation, the IMI Board had a meeting on August 19, 2013 to discuss amendments to the IMI Charter, appoint a new CEO, and discuss strategy for organizational development.

## Activities

### *Monitoring and Media Literacy*

IMI carried out Journalist Standards Monitoring in six national newspapers ("Facts", "Segodnya", "Komsomolskaya Pravda v Ukraini", "Korespondent", "Ukrayinskiy Tyzhden" and "Komentarii"), and 4 online editions ("Liga", "UNIAN", "LB.ua" and "Obosrevatel"). All reports on journalistic standards monitoring were publicized on the IMI webpage titled Jeansa Monitoring ([http://www.imi.org.ua/jeance\\_monitoring/](http://www.imi.org.ua/jeance_monitoring/)) and on Monitoring of Professional Standards ([http://www.imi.org.ua/journalist\\_monitoring/](http://www.imi.org.ua/journalist_monitoring/)).

IMI continued to defend freedom of speech through work on violations of journalists' rights. Twenty analytical articles were published on the basis of IMI monitoring; results of the freedom of speech monitoring were presented by IMI experts on TV 5, Radio Liberty, Radio Era, Radio Holos Stolytsi, and in numerous comments to Ukrainian and foreign editions. All reports were posted on the IMI website in the Barometer of Freedom of Speech section (<http://www.imi.org.ua/barametr/>).

IMI conducted an information campaign on the results of its monitoring of jeansa and journalist standards. Twice a month, IMI covered current trends in online media Ukrayinska Pravda, Telekritika, Livy Bereg, and TVi and Facebook. Segodnya newspaper, which was accused of publishing jeansa, did not agree with the monitoring results and pressured IMI to disclose the names of its experts.

IMI experts took part in a series of public events to present monitoring of journalists' rights violations. On the Day of the Journalist of Ukraine on June 6, IMI presented its annual rating report "Press Enemies-2013," held in association with the Independent Media Trade Union of Ukraine. The rating of press enemies received extensive media attention. Later in July and

In addition to monitoring professional standards and *jeansa* in the national print press, **Institute of Mass Information (IMI)** began monitoring of access of political parties to Ukrainian media during the 2012 Parliamentary Elections campaign. IMI organized a group of partners, such as Telekritika (TK), the Academy of Ukrainian Press (AUP) and the Committee of Equal Opportunities to sign a Memorandum "Open News for Honest Elections" with the leading national TV channels (Inter, ICTV, New Channel, STB, "Ukraina" Channel, and First National Channel). The initiative encouraged professional communication among the TV channels in order to improve journalist standards and the quality of news content. The signing of the Memorandum was organized by the International Renaissance Foundation on September 19, 2012.



August, Radio Liberty in Ukraine invited IMI experts for an interview about the Press Enemies-2013 report (<http://bit.ly/1dCZrSs>, <http://bit.ly/14XQuRO>). In May - September, IMI experts delivered four public lectures on professional standards and journalists' rights for students of the journalism school in the Catholic University of Lublin (Poland), Rivne International Economics and Humanities University named after S.Demyanchuk, and the Journalism School in the Lviv National University by Ivan Franko. Overall, more than 200 students attended the lectures about IMI monitoring.

### *Advocacy for quality journalism*

In July IMI started sending requests to the State Inspector for Consumer Protection to demand punishment for violators of the Law "On Advertising," with the purpose of raising publishers' accountability for placing *jeansa*, or hidden advertisements. The requests included examples of violations discovered during monitoring and demanded fact checking of hidden commercial advertisements in the press. IMI also sent the same requests to the State Registration Service. IMI plans to publish authorities' responds on its website.

IMI lawyers participated in two meetings of the Interagency Working Group at the President of Ukraine where they presented a report that described every case of attacks on journalists in 2013 and spoke about the case of Channel 5 journalists Olga Snitsarchuk and Vlad Sodel, who were beaten by hired thugs during protest rallies in Kyiv in May 2013.

In June, based on findings of Freedom of Speech Barometer, IMI started sending inquiries to the Interior Ministry and the Prosecutor's General Office to request public reporting on investigations of cases of journalists who were attacked and/or prevented from doing their work. Thus far IMI has received 15 responses to inquiries; these replies will be placed in a new section on the IMI website ([imi.org.ua](http://imi.org.ua)).

On the anniversary of the murder of journalist Georgiy Gongadze on September 16, IMI held a press conference and presented numbers on attacks against journalists over the first 8 months of 2013.

### *Legal Protection of Journalists*

IMI lawyers conducted an expert analysis of the bill #0942, an outdated bill against censorship (<http://www.telekritika.ua/pravo/2013-04-10/80723>), that provoked a response from lawmakers who, finally, withdrew the draft bill in April 2013. IMI lawyers also prepared an expert analysis of the draft law "On Protection of journalists' professional activity" № 2140 (<http://www.telekritika.ua/pravo/2013-04-10/80723>). The analysis listed weaknesses of the draft and recommendations for its improvement. The Parliamentary Committee on Freedom of Speech and Information returned the draft back to its drafters. IMI also commented on the law on transparency of media ownership, which was adopted on July 4, 2013: the law preserved the opportunity to hide media outlets' real owners due to the obligation to reveal only owners at the second level (<http://www.telekritika.ua/pravo/2013-07-28/83653>).

IMI lawyers provided legal consultations to Channel 5 journalist Olha Snitsarchuk via SMS during her interrogations by police on the day she was attacked by hooligans, and later via telephone. IMI Executive Director Victoria Syumar carried out negotiations with the Interior

Minister of Ukraine after the beating of Snitsarchuk and cameraman Vlad Sodel, after which the police recognized Vadym Titushko as the aggressor.

In April – September 2013, IMI lawyers Roman Golovenko and Maxim Ratushny provided legal consultations to a group of 15 journalists. Consultations covered a range of topics including access to public information, DDoS attacks, and censorship, and assisted in composing and submitting statements to police, among others.

#### *Organizational capacity development*

IMI finalized the new edition of its Statutes after the new Law on Non-Governmental Organizations was adopted in 2013; the Statute was approved by the IMI Board on August 19, 2013. Among other issues, the Board approved the new Executive Director, Ms. Oksana Romaniuk, who replaced Victoria Siumar. Romaniuk will work as IMI Director and Ukraine's representative of Reporters Without Borders, a French freedom of expression organization. According to the new Statutes, the Board will meet on a quarterly basis.

To fulfill its funds diversification objective, IMI drafted the Charitable Aid Regulations and the Membership Fees Regulations and then launched a campaign to attract additional funds. IMI was awarded four new grants in 2013, by IREX, the US Embassy, the Netherlands Embassy and Freedom House.

To improve its HR management, IMI developed and introduced an Employee Performance Appraisal Policy and upgraded job descriptions. IMI's Executive Director, under its HR Professional Development program, attended IREX training in *NGO Strategic Planning* and *Income Source Diversification*; the Development Manager completed 2 modules of the *MBA for NGO* program at the Nikland Business School (the study is partially funded by ISAR "Yednannya"/UNITER, Marketplace); IMI's lawyer participated in the 9<sup>th</sup> Summer Media Law School in Kyiv; and an IMI expert completed the *Courts and Media* training, and a 4-day Infographics School.

To develop productive partnerships, IMI participated in the IFEX Strategy Conference - ***Overcoming Obstacles to Defending and Promoting Free Expression***, held in June 2013 in Phnom Penh, Cambodia. On June 20, IMI put forward the initiative to introduce the Day of Responsible Journalism; the initiative was supported by the IFEX general committee.

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#### **Lviv Press Club (LPC)**

**Project Title:** Ensuring journalists and citizens' rights for access to public information through monitoring decisions of Lviv state institutions

**Sub-grant Timeframe:** February 1, 2012 - January 31, 2014

**Award amount:** \$68,470.00

#### **Results**

On September 1<sup>st</sup> Lviv Press Club launched an unbiased multimedia portal "Daily Lviv" that keeps the community informed about the performance of local authorities in terms of the Law on Access to Public Information. Thirty percent of articles and 20% of video news stories were created on the basis of information requests that LPC submitted to local authorities at different



levels. Twenty five percent of the stories were aggregated from websites of information providers, media, social networks, and CSOs (7-10 CSOs were interviewed weekly) in the context of the Law "On Access to Public Information".

By sending information requests to the local authorities, LPC prompted these authorities to improve their transparency. LPC sent 88 information requests during the reporting period; 79 requests were answered during the 5-day period (in accordance with the Law) and only 9 requests were not answered.

LPC provided training to journalists on use of the law "On Access to Public Information," and LPC member journalists printed investigative news stories that brought good results; for example, the City Council adopted an ecological development program for Lviv after an LPC journalist briefing on sewage problems led to several critical stories on the subject.

LPC monitored Lviv Oblast State Administration (LRSA) decisions and held weekly press club meetings where journalists discussed their efforts to improve LRSA communication with the public and accessibility to documents on the LRSA website. LPC regularly requests LRSA to post its decisions in a timely manner for public consumption. Over the past year of project implementation, the number of requests for information submitted to LRSA by Lviv media increased by nearly 50%.

A certain number of Lviv media outlets regularly use LPC's informational request results to prepare stories of different types - <http://bit.ly/14IK91X>, <http://bit.ly/16hnUXl>.

### **Activities**

- The newly launched multimedia portal "Daily Lviv" informs Lviv residents; 20-50 news stories are published daily - 5 of them are original - <http://bit.ly/14IMDNE>;
- 5 video stories are published weekly: "One Question" (33 during the reporting period) and "6 Minutes About" (33 during the reporting period); 6-8 comments of well-known people; 3-6 analytical materials;
- LPC prepares a video briefing on acute social problems (2 during the reporting period).

LPC held 2 trainings in November-December 2012 on the implementation of the law "On Access to Public Information." The first training focused on how to use the Law effectively and integrate government information into stories. The second was devoted to judicial protection of the right to information and drafting official requests for information. Participants received a guide for writing such requests. Pre and post-training surveys showed that the percentage of journalists with insufficient knowledge of the law decreased from 80% to 20%. As a result, the Lviv region now has a pool of 20 journalists who understand how the law works and can use it to access information needed to complete their investigations on acute social problems. The journalists will share their knowledge with their colleagues in their newsrooms.

LPC hosted 2 online briefings targeted at journalists (but also available to the general public) to discuss Lviv Oblast and City Council members' attendance records. During the briefings, journalists named every absentee, which resulted in about 60 critical publications in local media. LPC and the media received immediate feedback from MPs who were criticized in the coverage. (<http://bit.ly/12lErvf>, <http://bit.ly/Z2lwVv>, <http://bit.ly/Z2lyNa>).

LPC started a public discussion on sewage problems in Lviv in September 2012, which led the city to adopt a sewage system modernization program over the next 3 years. In November 2012, LPC held another briefing on the same issue (<http://bit.ly/YupAu6>). Around 100 media stories about the briefing were published by local media outlets, and the City Council adopted an ecological development program for Lviv that includes optimization of the drainage system, eradicating the smell produced by the faulty sewage system, and construction of an environmentally safe landfill site (<http://bit.ly/1ccchw>, <http://bit.ly/13fuke0>, <http://bit.ly/17FRIkC>).

#### *Organizational capacity development*

LPC developed policies and procedures recommended by an external consultant during its 2012 Organizational Capacity Assessment that include: job descriptions for LPC staff members – Head, Vice-Head, and a Secretary; Lviv Press Club Regulations; and Statute on LPC Membership. Four new members were admitted to LPC.

To keep developing as an effective organization, LPC applied to the CSO *ISAR Ednannia* (Marketplace) and received a voucher for a series of OD consultations, trainings and coaching in fundraising and operational plan development. LPC developed and started implementing its Organizational Fundraising Strategy for 2013-2015 that envisages both additional resources mobilization and LPC promotional activities. LPC received a grant (\$3,120.00 USD) awarded by the Lviv Oblast Administration for an “Advocacy and Information Campaign for Transparent, Ecological and Economical Collecting, Transporting, Utilizing and Recycling Solid Waste in Lviv – collecting, transporting, utilization, recycling” project (launched on August 1, 2013); in cooperation with the *Carpathian Euro region* NGO (Rzeszow, Poland), LPC received a grant awarded by the Ministry of Foreign Affairs of Poland to run the “Carpathian Media as a Key to Promote Transborder Cooperation in the Carpathian Euroregion” Project; LPC received an order to conduct a training for press secretaries of the Lviv Oblast State Administration and Regional State Administrations that will help promote LPC among 20 regions of Lviv oblast.

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#### **Name of Organization: CSO “Media Law Institute” (MLI)**

**Project Title:** Media Law Institute: improving media legislation and increasing journalists’ legal awareness

**Sub-grant Timeframe:** January 1, 2012 - July 30, 2013

**Grant Amount:** \$147,101.80

#### **Results**

- In December 2012, 95 journalists from all over Ukraine finished MLI’s 3-month online course on media law. The course consisted of 15 lessons, 3 webchats and a series of individual consultations. 53 journalists completed a new course in Media and Courts in July 2013.
- MLI provided 62 consultations to journalists through its media law hotline. The requests mainly concerned liability of online publications, the feasibility of creating a civic council at TV channels (much like the Public Council INTER channel briefly consulted),

drafting information requests, rules regarding paying for access to large volumes of documentation, and personal data protection issues;

- MLI lawyers provided daily legal advice to the CHESNO campaign analysts, public relations managers and regional coordinators, and provided pre-publication review of over 2,300 of CHESNO's profiles of Parliamentary candidates. CHESNO profiled prospective MPs for the voters, and MLI lawyers reviewed the profiles for any issues related to libel. The MLI legal team also carefully analyzed appeals sent by the candidates regarding their profiles;
- MLI lawyers actively participated in work conducted by the Expert Council in the Ombudsman Office. The Office's advocacy efforts, such as a public statement that the draft law on protecting children from so-called "homosexual propaganda" violated the Constitution of Ukraine, were addressed to the President and helped prevent its passage by the Parliament.

## **Activities**

### *Advocacy*

MLI participated in advocacy efforts that promoted freedom of speech and media independence such as the "Stop Censorship!" campaign, the New Citizen campaign, the CHESNO campaign and in the work conducted by the Expert Council on Access to Public Information under Ukraine's Ombudsman. In July 2013 due to MLI lawyer Ihor Rozkladay's efforts, a working group on protecting journalists' rights was created under Ukraine's Ombudsman's office. The working group meetings gather journalists, police representatives and activists to discuss conflicts between media representatives and police. The working group outlines the common behavior mistakes that lead to conflict and provides recommendations to journalists and police.

MLI's legal expert helped draft amendments to the Draft Law of Ukraine "On Access to Public Information" and submitted a [request](#) to join the Committee on Freedom of Speech which will prepare the law for second reading. Within the reporting period, MLI joined by signature a public appeal of the New Citizen partnership, which called for adoption of the draft law #0947 to amend several legislative acts regarding the law on access to public information and a new version of the law on information. This bill needs further civil society pressure to gain support among MPs and get finally adopted. The Verkhovna Rada reviewed the draft law #0947 in the second reading during the [plenary week](#) on October 8-11<sup>th</sup>.

MLI asked the President to veto amendments to the law on personal data protection passed on October 2, 2012 and to change it considerably in line with expert recommendations. This law was signed; however, amendments that exclude several negative aspects of the law were adopted. The President signed the [Law](#) "On amendments to some legislative acts of Ukraine concerning improvement of the protection of personal data" on July 23<sup>rd</sup>, 2013.

MLI, along with the Ukrainian Center for Independent Political Research, NGO "Center for Political Studies and Analysis," Informational-Legal Center "Our Right," Institute of Mass Information, International Renaissance Foundation, and the Representative on Access to Public Information and Personal Data Protection of the Parliamentary Commission for Human Rights, sent the Expert Council to the Parliament a [public statement](#) on October 12, 2012, in which they

called for the removal of laws that limit the right to freedom of expression and condone discrimination. It referred to the draft law on ensuring children's rights to a safe informational space and the prohibition of so-called "homosexual propaganda." The authors of the law called for a ban on media's "promotion of homosexuality" and stated that Ukrainian media must be prevented from "promoting extreme forms of sexual immorality, creating conditions for the spread of the HIV/AIDS epidemic in Ukraine." Largely as a result of persistent advocacy efforts, Ukraine's Parliament did not pass the law.

Ten media CSOs, including MLI, submitted a petition to the President of Ukraine, the General Prosecutor and the Ministry of Interior, demanding punishment for those who commit offences against journalists. Signed on November 23, [the petition](#) listed 29 cases of violations against journalists that have either not been investigated or in which perpetrators did not receive any punishment.

In December 2012, MLI joined the [Interagency Working Group](#), which was created in July 2011 at the President's Administration and serves as a platform for discussion of media-related topics. One meeting was devoted to monitoring results of freedom of speech legislation and journalists' rights protection.

#### *Legal education*

Ninety-five students graduated from a course on media law held by MLI in December 2012. The course covered the following issues: the legal framework for TV and radio broadcasting, advertising, defamation, public bodies in the sphere of information policy, rights of journalists, protection of journalistic sources, law on access to information, and the European Court of Human Rights case law.

Fifty-three journalists graduated from a specially designed course "Media and Courts" in July 2013. The course was developed by MLI's experts to meet journalists' needs in improving knowledge on the Ukrainian judiciary system, rights and duties of journalists during the court proceedings and international practice on media and courts interaction.

#### *Access to public information*

On July 18-19 MLI held a national [Forum for Access to Public Information Defenders](#) for the second time. The Forum gathered 49 experts from all over Ukraine to enrich their knowledge on theoretical and practical aspects of protecting the right to information, to strengthen their professional interaction within the Freedom of Information Defenders Network and share best practices. During Forum presentations and discussions participants highlighted the gaps that exist in current legislation and outlined the possible solutions. The [recommendations](#) might serve as a guideline for the development of legislation for the key state authorities and media CSOs.

MLI lawyers participated in a [roundtable](#) called "Interaction of NGOs with the Ombudsman's Office regarding the Law on Access to Public Information," held on November 23, 2012. Participants discussed the challenges currently faced by NGOs when requesting public information. The participants agreed that only joint efforts will minimize the existing problems.

MLI experts were invited as trainers to 6 trainings organized by Kyiv municipality's training center. MLI experts trained staff and authorities as well as representatives of various ministries

on media laws and the Law on Access to Public Information. In April 2013 MLI experts also trained staff of 5 municipal centers and councils from Donbass region.

MLI regularly informs the [Freedom of Information Advocates Network](#) on the state of play with implementation of FOI laws, and translates and publishes news related to the international standards of freedom of information.

### *Elections*

MLI conducted a roundtable called [“Media and Elections: Lessons learned after the campaign and ways to improve the laws”](#) on December 25, 2012. Media lawyers, journalists, and representatives of the public authorities and media associations participated. Experts analyzed the problems that media outlets encountered during Parliamentary elections, international requirements for advertising during election campaigns, and election coverage in the media. Participants developed recommendations to improve election legislation. Experts underlined the necessity to create a task force on the Committee of Freedom of Speech that can advocate for amendments to the current election legislation. The event was broadcast on [YouTube](#).

### *Legal awareness and advice*

MLI provided 70 consultations to journalists through its legal advice hotline. MLI actively participated in the CHESNO movement as a member of the New Citizen partnership. MLI lawyers provided legal advice to the CHESNO analysts, PR managers and regional coordinators on a daily basis.

MLI lawyers provided further legal support to Mr. Artem Sokolenko, “Stop Censorship!” movement activist, in his court case on the right to freedom of assembly. On June 1, 2013 Mr. Sokolenko submitted a notification to Novi Petrivtsi Village Council about the intention of 30 journalists to hold a peaceful gathering and remind the President of Ukraine (whose residence is located at Novi Petrivtsi) about the violations of journalists’ rights. The council of the village submitted a court claim aimed to forbid this gathering, as it might “be dangerous to public order”. As the court upheld the claimant’s request, on June 4, MLI lawyers submitted an appeal to Kyiv Appeal Administrative Court, representing Mr. Sokolenko. Still, the court had not considered the case yet, as of the end of September 2013.

### *Monitoring of legislative initiatives*

MLI monitored all legislative initiatives regarding media. Twelve media-related bills that had been approved in the first reading by the previous Parliament were re-registered for consideration by the new Parliament. During this reporting period, 44 media-related draft laws were registered. MLI’s experts worked on the draft laws “On the Public Service Broadcasting System” and “On Privatization of the State Print Media.” MLI continues sending bi-weekly newsletters on media related laws among their 500 subscribers, the most important news was published on MLI’s [Facebook page](#).

### *Public Service Broadcasting (PSB)*

Introducing public service broadcasting in Ukraine remains one of the key issues in media legislation. In October 2012, the Cabinet of Ministers approved the draft law “On Public Service Broadcasting (PSB) System” and it was registered by the new Parliament under #1076-1. In fact two alternative draft laws were submitted: #1076 initiated by the Cabinet of Ministers and



#1076-1 developed with MLI participation and submitted by Member of Parliament Andriy Shevchenko. The difference between the draft laws is in their approaches to creating the steering councils at the PSB, financial controls and priorities for the broadcasters' activities. MLI prepared a [comparative analysis](#) of the laws and advocated for adoption of the law that was developed by MLI.

On April 17, 2013 the Committee on Freedom of Speech and Information voted to put both drafts "On the Public Service Broadcasting System" on the Parliament's agenda. On July 3, 2013 the Parliament [adopted the first draft](#) elaborated by the Government. MLI in cooperation with MPs Mr. Tomenko, Head of the Parliamentary Committee for the Freedom of Speech and Information, and Mr. Shevchenko, Deputy Head of the Parliamentary Committee for Human Rights, Rights of Minorities and International Relations, worked on amendments to the draft law before the second reading. On September 19<sup>th</sup> the Verkhovna Rada returned the draft law **№1076** for the second reading. MPs will finalize the draft law during the 5-day period.

On July 16<sup>th</sup>, 2013 MLI in cooperation with the Independent Association of Broadcasters organized a [roundtable](#) on media self-regulation, anti-censorship and public service broadcasting. MLI promised to provide legal support for new online public broadcasting initiatives – Hromadske.tv, Spilnobachennya and Grom.TV – that were launched in 2013.

#### *De-statization*

MLI actively participated in the development of the law "On Reforming the State and Municipal Print Media" in cooperation with the State Committee on TV and Radio. The draft law, which addresses the process whereby state media can be privatized, was under consideration by the Cabinet of Ministers in December 2012 and returned to the State Committee on TV and Radio working group for further development.

On March 21, 2013 the President of Ukraine ordered the Prime Minister to draft a new law on de-statization by April 5, 2013. This was likely because opposition MP, Mr. Tomenko, submitted a new draft of this same law in his capacity as Head of the Parliament Committee on freedom of speech and information, and the ruling party did not want the opposition to author the law. MLI participated in developing both competing versions of this draft law. On June 5, 2013 the Committee for the Freedom of Speech and Information organized a meeting to focus on 3 draft laws on de-statization and create a working group that will consolidate the drafts and present one draft law.

In September, the 19th Verkhovna Rada [adopted](#) the draft Law [#2600](#) "On the reform of public utilities and print media" and voted for its short term preparation for the 2<sup>nd</sup> reading.

#### *Digitalization*

As a member of the Public Council of the National TV and Radio Broadcasting Council, MLI monitors the digital switchover process for TV broadcasters and participates in the meetings where draft resolutions are discussed (<http://bit.ly/13UMJLj>, <http://bit.ly/114MOei>). MLI has an agreement with IAB on appeal actions towards the Ukrainian State Centre of Radio Frequencies, when it does not provide information on the distribution of digital frequencies.

On May 15<sup>th</sup> the Committee on Freedom of Speech and Information conducted hearings on digital broadcasting standards implementation in Ukraine. MLI added to the final resolution of

the hearings the propositions towards the transparency of digital dividends and digital signal coverage situation. Thus MLI was invited to join a working group on digital TV within the Committee on Freedom of Speech and Information and is currently working on preparing the draft law.

#### *Organizational capacity development*

Based on its Strategy Concept, MLI produced a Fundraising Strategy Communication Strategy, and Human Resource Development Policy. In June 2013, MLI held its strategic session where they, among others, mapped out MLI Project Work Plans for July-December 2013 and adjusted it with MLI operational plans.

MLI developed its English-language 2012 Annual Report and in July 2013, MLI's Director presented the Report to MLI Advisory Board members. MLI held two meetings of the Advisory Board to consider MLI strategic management issues. This helped MLI meet the recommendations of the Swedish International Development Agency (SIDA) auditors concerning changes in MLI governing bodies, its institutional development and strategic planning enhancement.

Developing new international partnerships, the Institute joined the [Freedom of Information Advocates Network \(FOIANet\)](#) – an international network uniting around 200 organizations. MLI's director took part in the international events by the EC Neighbourhood in Copenhagen and an OSCE event in Warsaw on freedom of information.

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### **Regional Press Development Institute (RPDI)**

**Project Title:** Investigative Journalism Development, New Media and Legal Support for Journalists

**Sub-grant Timeframe:** February 1, 2012 - December 31, 2013

**Grant Amount:** \$398,758.00

#### **Results**

##### *Legal Support*

- During the reporting period 204 journalists, 42 media outlets of all types and 3 NGOs have got 249 services of legal support. An average scope of legal work increased from 37 services provided per month (in 2012) up to 49 (during 8 months in 2013).
- 138 participants of 7 media law webinars during April-June (from February 2013) 246 participants of 12 media law webinars) learned how to draft effective information requests, as well as the peculiarities of access to information on public procurement and dissemination of information on the Internet, separation of personal and confidential information, regulations on value judgments and factual information, secrets protected by law, accreditation and access to public meetings of authorities, legal usage of recording appliances, etc.
- RPDI and network lawyers won the first court case that broke the usual court practice of refusing journalists' demands for access to documents regarding tender procedures. The



Rivne Court obliged municipal administration to provide price documentation, contracts and reports of completion on public procurement of a videoconference system for the Regional Council to the journalist Antonina Torbich in Rivne. This resolution was supported by the Administrative Court of Appeal.

#### *New Media*

- 16 editors of print and online media gained knowledge and skills in newsroom workflow planning, reorganizing traditional newsrooms into convergent ones, search engine optimization and monetization during a 6-day training;
- In another 6-day training, 16 journalists learned to write for online media, work with graphic design programs and other online visualization tools, and create interactive photos and graphs. Both workshops also covered the ethics of digital journalism and legal aspects of online media work;
- 25 online media professionals shared their experience in promoting digital media and monetizing websites. During the roundtable “Monetization of online media” participants learned about differentiating the types of earnings of web resources, including new advertising products, new ad-selling strategies, paid content schemes and crowd-funding.

#### *Investigative journalism*

- This year, 310 investigative reports by RPDI’s extensive network of investigative journalists were selected for publication on the RPDI website. More and more investigations uncovering large-scale corruption are being conducted and published. Many investigations (both regional and national) covered public procurement violations;
- RPDI launched a Facebook group in October 2012 to provide an opportunity for online communication and networking among Ukrainian investigative journalists. The FB page grew from 60 members in December 2012 to 123 by the end of September 2013. All members of the group are professional journalists doing investigations on various topics. Through this group, journalists share and discuss their published work and look for contacts in other regions of the country;
- 12 investigative journalists participated in the advanced level practical training on investigative reporting; in the course of training three groups conducted on-site investigations which were analyzed by trainers;
- 13 journalists learned about planning investigations on environmental topics, finding sources with relevant information on environmental protection, and environmental legal norms and violations;
- Three interns in the internship **program for investigative journalists** finished their internships and one began his internship during this reporting period; the three internship graduates returned to their newsrooms after their placements;
- Six investigative reporters were selected to participate in the 8th **Global Investigative Journalism Conference** in Rio de Janeiro, Brazil in October 2013 through an open competition. They were able to attend as a result of RPDI efforts to raise non-USG funds

to cover the costs of their participation. The International Renaissance Foundation provided the funds.

### **Activities**

During Year 2 of the U-Media project RPDI conducted 3 seminars for journalists, 1 for media lawyers and 5 webinars for the general audience:

- *“Defense of professional rights of journalists. Practice of solving information disputes during 2012 election campaign”* - a 2-day seminar led by RPDI lawyers in November, 2012 for 27 participants from print, TV, radio and online media from 17 regions;
- *“Legal Defense of Journalists and Media: Development of Court Practices”* a 2-day seminar for 15 participants from 9 regions in December 2012;
- *“Legal regulation of journalists’ activities in Ukraine,”* - a 2-day seminar provided by RPDI lawyers for 20 participants from 11 print media, 5 online media, 1 TV company and 1 news agency from 14 regions in March 2013.

During the year RPDI held 12 webinars for 246 participants on access to information; participants learned how to draft effective information requests, the separation of personal and confidential information, and the specifics of online distribution of information. The webinar presentations are available at <http://irrp.org.ua/>.

During this reporting period, RPDI lawyers provided 357 written consultations, conducted legal screenings of 108 materials, prepared 63 legal/procedural documents and provided legal defense in one court case. The pre-publication legal screenings enabled journalists to publish valuable news articles and calmed their fears about potential lawsuits.

RPDI held 4 meetings of its Legal Defense Board, where it was decided to support 30 court cases: 3 cases on the right of access to information and other on the defense of freedom of expression.

Three petitions on the violation of Article 10 of the European Convention on Human Rights were submitted to the European Court on Human Right by RPDI lawyers.

### *New media*

In April-May 2013 two 6-day cycles in new media training for editors and journalists were held:

- “Managing convergent newsroom and novel technologies to work in new (convergent) media” for 16 editors of local print and online publications from 11 regions;
- “Journalism standards and novel technologies to work in new (convergent) media” for 16 reporters of local print and online media from 12 regions.

The roundtable “Monetization of online media” in June 2013 gathered 25 online media professionals from 14 regions of Ukraine and was devoted to promoting and strengthening digital media. While print media are losing their readers, and thus income, digital media have vast growth potential both in terms of the audience and earnings. The participants shared their experience in promoting their resources, building advertising strategy and differentiating types of advertising and ways of selling these ads. Among the other topics of the round table were

fundraising and crowdfunding for web resources, PayWhatYouWant Model and other ways of making money from digital media.

### *Investigative journalism*

Three trainings on investigative reporting were held during the reporting period:

- an advanced practical 5-day training for 12 participants from 9 regions in April 2013;
- two-day training on disclosing corruption in environmental and ecological spheres for 13 participants from 9 regions in June 2013;
- two-day training on systematization, geo-location and mapping of data in investigative journalism for 15 participants from 11 regions in September 2013.

The Fourth All-Ukrainian Annual Conference of Investigative Reporters was conducted on December 8-9, 2012 in Kiev and attended by 103 participants from 19 regions of Ukraine. The conference was also attended by investigative reporters from Russia, Tajikistan and Moldova. It marked the culmination of all RPDI efforts in 2012. The journalists exchanged experiences and ideas, presented their most recent works and achievements, and gained new skills in internet search and data visualization.

RPDI launched an internship program at investigative journalism centers for journalists from different types of media. This internship will provide journalists with the opportunity to increase their level of proficiency, gain new investigative skills, receive expert advice, and find new sources of information. Five U-Media partners cooperate with RPDI in this internship program: “*Nashi groshi*” and “*Slidstvo.info*” in Kyiv, *Crimean Center for Investigative Reporting*, “*Sevastopol Center for IR*,” and the *Rivne Investigative Reporting Agency*. Three interns have already finished their internships and one began his internship during the reporting period.

RPDI continued to develop its database of quality investigative reports, cases and learning tools. During this period, 185 investigations were published on the RPDI website. In October 2012, RPDI launched a Facebook group to provide an opportunity for online communication and networking among Ukrainian investigative journalists. This group is moderated by RPDI staff and provides a platform for discussion of important issues in the IR community.

RPDI organized a round table in June 2013 devoted to the possibilities and challenges of creating a multimedia investigative project on the national level; 14 participants, including investigative journalists, media experts and donor representatives discussed the ways and mechanisms of contributing to cooperative online broadcasting media, namely creating an investigative project.

### *Organizational capacity development*

On the basis of its Strategic Concept, RPDI developed and implemented its 2013 Operational Plan and Budget for 2013.

To further diversify its funds, from January to August 2013, RPDI developed and submitted 11 applications to donor organizations with 3 applications supported by the IRF (Media program, *Co-Funding of the 5<sup>th</sup> Annual All-Ukrainian Conference for Investigative Reporters*; Media Program, *Competition for the Stipend for Ukrainian Participants*; European Program, *EU integration: How to Reach a Ukrainian Media Audience*) with 3 applications being under

consideration. In 2013, EU donors' share in RPDI's budget increased by 5.8%; US government share increased by 9.3%, and USAID share decreased by 15.1%.

In June-July, RPDI underwent an internal audit of project expenses for the National Endowment for Democracy for the period of February – May 2013 with a satisfactory resolution received on July 7.

RPDI started implementing its Public Relations and Communication Strategy and developed an Editorial Policy for its updated website (<http://irrp.org.ua>) to make it more interactive, illustrative and user-friendly.

In its urge to become an up-to-date umbrella organization for journalists and media, in June 2013, RPDI launched a joint project with Common Europe Foundation, Poland; TOL, Czech Republic; and MEMO 98, Slovakia, on developing a Ukrainian version of Eastbook.eu.

In July – September 2013, RPDI for the first time conducted the SATT/OSS Self-Assessment. RPDI produced its 2014 Organizational Development Plan with the following OD components decided as priorities: Financial Viability and Resource Mobilization, Service Delivery, Strategic Outreach and Branding, and Sectoral Leadership. The Organizational Development Plan will be incorporated into RPDI revised Strategic Plan due by the end of 2013.

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### **Academy of Ukrainian Press (AUP)**

**Project Title:** Monitoring and Media Literacy Project: Increasing media literacy levels through content analysis of TV news, organizing a winter school and conducting sustainable training in Crimea

**Sub-grant timeframe:** January 1, 2012 – 31 December 2013

**Grant Amount:** \$316,055.00

### **Results**

The Minister of Education recognized the success of the pilot media literacy program launched by AUP in cooperation with the Ministry's Institute for Innovative Technologies and Contents of Education and recommended it for all secondary schools in Ukraine. The Ministry wrote a letter of introduction about the "Basics of Media Literacy" course that went out to all secondary schools, resulting in requests from managers of educational institutions, teachers and local government educational offices for more AUP counseling on introducing media literacy courses.

In cooperation with the Institute of Innovative Technologies and Contents of Education, AUP developed and delivered a Media Literacy School for 17 teachers of 12 pedagogical colleges on August 15-19, 2013. The School resulted in launch of a media education course in 6 colleges including Lebedyn, Boguslav, Lutsk, Boryslav and Lviv.

AUP surveyed trainees of the media literacy schools in 2011 and 2012. The surveys included professors of

"The Minister of Education and Science of Ukraine Dmytro Tabachnyk called media education one of the promising innovative subject areas being integrated into high school curricula in 2013/2014."

*News program "Pidsumky Dnia" on First National channel, September 1, 2013*

regional continuing education institutes and pedagogical universities. The findings are impressive: about 17,186 high school teachers were trained in media education and media literacy over the 2012 academic year; Dnipropetrovsk and Chernihiv provided media literacy courses for the largest number of teachers - 6,000 (4,000 and 2,000 teachers respectively).

Over a year and a half of the *Crimea Regional Center*'s work, twenty high schools introduced media education courses; 164 teachers started teaching media education in different formats; and 889 high school students have already taken media literacy courses in various formats – lectures, participation in student newspapers and radio production, multimedia production courses.

AUP held three content analysis waves with U-Media support. The monitoring has enabled identification of some remarkable trends: a sharp decline in standards of journalism at the TVi channel after changes in top management (up to a 20% decline in content quality); Inter TV featured the most balanced attention to representatives of various political groups. In June the monitoring survey recorded the highest imbalance between representation of government and opposition perspectives in the news – all the channels covered pro-government representatives much more often than opposition figures.

Academy of Ukrainian Press (AUP) monitoring reports and events were cited in more than 200 publications in print and electronic media.

## **Activities**

### *Content Analysis and Media Landscape*

AUP held three waves of content analysis of prime-time news on eight national channels: Inter, 1+1, Novy, STB, ICTV, Ukraine, Pershy Natsionalny and TVi. Analytical reports and press releases were drafted in Ukrainian and English: May 13-18:

[http://aup.com.ua/uploads/May\\_2013.pdf](http://aup.com.ua/uploads/May_2013.pdf) , June 3-8 (press release and data

[http://aup.com.ua/uploads/June\\_2013.pdf](http://aup.com.ua/uploads/June_2013.pdf) and September 9-14: the findings will be published after September 29. The AUP disseminated the survey's findings focusing on two key audiences - international organizations and opinion-leader media. On June 11, July 3 and September 30 the AUP held media lunches for international organizations' representatives, media experts and journalists to present content analysis findings.

The AUP designed methodology and conducted content analysis of regional media to define compliance of regional content with gender policy. The content analysis explored constructing “man” and “woman” identities through use of respective terminology, images and headlines. The sample included 8 regional newspapers and 8 popular news portals. From January to June 2013, experts examined 275 newspaper issues and 480 on-line releases. The final report will be published in October 2013.

In June, AUP presented the analytical report “Ukrainian Media Landscape 2012” that records trends in media development in Ukraine over the past year. The report described the structure of the Ukrainian media market, legislative framework, journalism education and specifics in development of media NGOs of Ukraine. A special section was devoted to the digitalization process and access to public information. Eleven leading Ukrainian media experts contributed to the report, <http://www.aup.com.ua/?cat=editions&subcat=analytics> (Ukrainian report), <http://www.aup.com.ua/uploads/kaspp21eng.pdf> (English report). The report was distributed

among members of National Association of Broadcasters and the Union of Journalists of Ukraine distributed.

On the eve of and during the 2012 Parliamentary elections campaign, **the Academy of Ukrainian Press (AUP)** distributed results of four waves of the content analysis of news programs on eight national TV channels (April, June, August and September). AUP reported that journalist standards dropped dramatically, TV news was unbalanced, and law enforcement bodies became the key newsmakers among political institutions. AUP's analysis appeared in 80 publications in print and internet media outlets. International organizations such as OSCE/ODIHR, European Network of Election Monitoring Organizations (ENEMO) Mission to Ukraine, Canadian Observation Mission and the National Democratic Institute (NDI) recognized the AUP reports as a professional and independent source of information for their groups of election observers.

### *Media literacy: training and consultancy*

On August 15-19, AUP held its first Media Education School for pedagogic colleges that train future elementary school teachers. The participants attended lectures on new media, monitoring of professional standards, mass communications fundamentals as well as methodology of media literacy instruction. Sixteen experts delivered classes over 5 days, and the course included a study tour to the newsroom of Channel 1+1, practical assignments on making cartoons, and evening viewing of educational films.



AUP Media Literacy Summer School trainees attend the 1+1 Channel newsroom, August 2013 (photo credit: Academy of Ukrainian Press)

Two AUP media education centers – in Kharkiv and Crimea - continued supporting teachers in implementation of media education in high schools through seminars, webinars and consultations of schools' management and teachers.

- On April 20, Crimean Center held a seminar *“How to create school news”*. On May 15, a roundtable “Experimental Activities at pre-school education facilities” was held for the principals and the methodology teachers of pre-school education facilities of Crimea; it resulted in the introduction of media literacy basics at three pre-school education facilities. On June 21, 27 teachers and principals discussed their experience after two years implementing media education in Crimean schools at the roundtable “Media education: lessons learnt and perspectives”.
- Kharkiv center developed the training course *“New media and individual safety”* and drafted a students' guide *“Training teachers in media literacy skills”*.



### **Media Literacy**

On March 29, 2013 the Ministry of Education and Sciences of Ukraine approved a **pilot media literacy course** (using the AUP curriculum) and recommended its application for all Ukrainian secondary schools and pedagogical universities.

The AUP cooperated with 24 Oblast Institutes for Continuing Teachers' Education through providing expert consultations and support with drafting curricula and trainers' manuals. On April 17-18, AUP President and Professor Valeriy Ivanov delivered two one-day training "Basics for audio and visual literacy" for 36 media education teachers of Dnipropetrovsk region.

AUP contributed to the 4<sup>th</sup> and 5<sup>th</sup> issues of the bulletin "School library and information center" (by the Ministry of Education and Science) with its manual "Media education and media literacy" with attached CD and online course "How to

produce a modern school newspaper." The bulletin is delivered to all Institutions for Continuing Teachers' Education and Educational Departments in local administrations.

AUP web-site section "Media Education"

(<http://www.aup.com.ua/?cat=education&subcat=library>) hosts several important sources for teachers such as the online teaching module "How to create an up-to-date school newspaper" (<http://bit.ly/158In1k>, <http://bit.ly/16i2n0E>); video presentations (<http://www.aup.com.ua/?cat=education&subcat=school>), model lessons and guides (<http://www.aup.com.ua/?cat=education&subcat=models>), books (<http://www.aup.com.ua/?cat=education&subcat=manuals>), online sources with methodologies and analytical articles (<http://www.aup.com.ua/?cat=education&subcat=90>). In May 2013, AUP launched the monthly bulletin "**Practical Media Education**" in May; the bulletin is direct distributed to a group of up to 300 media literacy teachers – AUP trainees that created the ML network, <http://www.aup.com.ua/?cat=education&subcat=bul>.

For the first time, AUP developed and implemented a set of workshops (2) and webinars (3) for journalists and editors entitled "School of Social Journalism. How to write about education."

AUP produced and distributed the innovative online module "How to produce a modern school newspaper," which was highly appreciated by teachers. The module included step-by-step instructions and recommendations on teaching journalism genres, standards, photo reportages, and targeting your audience as well as organizing the school newsroom and promoting a newspaper.

### *Organizational capacity development*

AUP compiled its first 2012 Annual Report and made it available for public viewing at <http://www.aup.com.ua/?cat=academy&subcat=annu2012>

In June 2013, AUP finalized its Strategy Concept and, after receiving an organizational development voucher awarded by ISAR "Yednannya"/UNITER (Marketplace), contracted an external consultant and worked on finalizing the AUP Strategic Plan for 2014 – 2015 based on the Strategy Concept. The refined Strategic Plan is due by the end of 2013. The voucher also covers developing appropriate organizational procedures including ones involving volunteers and AUP services delivery. In September 2013, AUP ran the session to examine AUP current and potential services.



In June, AUP held its general meeting online, where AUP's Director reported on AUP's 2012-2013 performance, and the new Board and Supervisory Board were elected.

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## Center for Ukrainian Reform Education (CURE)

**Project Title:** Monitoring of regional print and Internet media for professional journalism standards

**Sub-grant timeframe:** February 1, 2012 – September 30, 2013 **Grant Award:** \$212,163.17

### Results

Center for Ukrainian Reform Education (CURE) conducted twelve waves of regional media monitoring in 5 regions of Ukraine - Donetsk, Lviv, Vinnitsa, Sumy and Kharkiv regions. The monitoring identified the concealed advertisement (*jeansa*) and defined the adherence to professional journalism standards in six local newspapers and two online media in each region. The monitoring enabled regional journalists to recognize the poor quality of local media content and compare themselves with other regions.

Regional expert groups held public discussions on *jeansa* in Vinnitsa, Sumy, Kharkiv, and Donetsk that involved 65 regional journalists in total. CURE professional discussions resulted with improvements in content of several regional media: Lviv online media *ZIK* (<http://zik.ua>) started marking all paid reports with words "advertising"; portal *My Vinnitsa* (<http://myvin.com.ua>) properly marks promotional materials with word "advertisement" (earlier it was unclear "R" letter); Vinnytsia newspaper "Real" did not place any piece of *jeansa* in June-July 2013. After publications of monitoring reports, presentations and regional discussions, media and certain journalists from Zhytomyr, Lutsk, Poltava and Dnipropetrovsk asked CURE coordinator to be included into the pool of media for regional monitoring.

One of the most striking examples of improvements in local media is the transformation in Donetsk. In March of 2012, CURE noted that 50% of content printed on the "Novosti Donbassa" website was reflective of political or commercial interests (well before the spike in election-related *jeansa* in August 2012). By December 2012, this number fell to 5%. While the editor of that site was originally resistant to monitoring, insisting that the site did not publish *jeansa*, he eventually changed his

#### Jeansa Monitoring

After Center for Ukrainian Reform Education (CURE) publicized its regional media monitoring Results, the level of paid news in "Novosti Donbassa", Donetsk, decreased from 50% (April 2012) to 5% (December 2012).

#### Chief Editors speak about the need of monitoring:

*Svetlana Vishnevskaya, Chief Editor, Portal "Vinnitsa OK":*

CURE monitoring provides opportunity to see the real picture in regional media; it raises unethical aspects of journalism, about which journalists forget in their daily routine. I would encourage experts to distribute and discuss monitoring findings as wide as possible since constructive criticism makes results.

*Oleksandr Shvets, Chief Editor, Guberniya magazine, Kharkiv:*

Regional journalism in Ukraine endures the worst times: incomes of media fall, consequently the professionalism and ethics of journalists become lower. Many newsrooms have already forgotten about professional standards. That is why the monitoring in Kharkiv region is objective reality; it reminds journalists that media are not service staff for governors or oligarchs, but should play its civic role in society development in accordance to professional standards and law.

mind and began touting the benefits of monitoring among other journalists in the region. Not only did this media outlet display a commitment to increasing the quality of its content, its staff also published information on *jeansa* and the harm it causes. The website now also publishes CURE's monitoring results.

### Activities

Five expert groups consisting of 3 persons (coordinator and two experts) conducted monthly monitoring of 6 local print and 2 local online media in Donetsk, Lviv, Vinnitsa, Sumy and Kharkiv regions. Every regional team evaluated up to 120 print publications and 50 online reports for their region and made cross-regional check for one of other five regions including Crimea.

Kyiv-based coordinators analyzed data sent by expert groups to identify the volume of *jeansa* and level of professional standards; 10 analytical reports have been issued through publication on CURE web-site (<http://bit.ly/12OfhXf>), MediaSapiens (<http://osvita.mediasapiens.ua/material/21958>), Ukrainskaya Pravda (<http://www.pravda.com.ua/articles/2012/12/6/6978286/>), web-sites of Donetsk, Lviv and Sumy Press Clubs, and U-Media and its partners' sites and Facebook pages.

CURE released monitoring results at four round tables and press conferences in Donetsk, Kharkiv, Sumy and L'viv with participation of total 65 people (women - 31 men -34). The analytical monitoring report was distributed along to CURE's mailing list (80 journalists editors, NGOs, international organizations), "Novyi Hromadianyn" partnership (55 independent civil organizations), Journalists' Union of Ukraine, and 20 regional CURE press-clubs.

Based on monitoring Results, CURE initiated a series of publications on the low quality of regional journalism supported with monitoring results. In April, CURE experts recorded a huge volume of *jeansa* initiated by media club *Na vlasniy poglyad* of Ukrainian journalist Foundation (Kyiv) in Donetsk, Vinnitsa, Kharkiv and Sumy media. CURE issued the analytical publication "Media Club of Jeansa Funds" that criticized media organizations that published *jeansa* for politicians Petro Symonenko (Party of Communist) and Natalia Korolevskaya (Forward Ukraina) instead of promoting quality journalism. Later, CURE sent a request to the Commission on Journalistic Ethics and the Union of Journalists of Ukraine asking those organizations to investigate the unethical behavior of the Media Club *Na vlasniy poglyad* of Ukrainian journalist Fund.

### Events

- April 10, 2013 – meeting with Donetsk press club "The Results of media monitoring on adherence to journalistic standards in covering the situation surrounding the development and production of shale gas in the Donetsk region"
- April 23 – meeting with Kharkov Press Club and presentation "Why it is important to follow professional standards of writing materials"
- April 26 – meeting with Lviv Press Club "How to introduce European standards of journalism in Lviv media? The monitoring Results."

- April 27 – meeting with Sumy Press Club “What are the materials we offer to our readers? Results of monitoring of regional media in March”.’

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## **Ukrainian Association of Press Publishers (UAPP)**

**Project Title:** Supporting Print Media Development and organizing the annual professional contest for journalists

**Sub-grant Timeframe:** February 1, 2012 – September 30, 2013

**Grant Amount:** \$83,002.20

### **Results**

UAPP lawyers provided 221 consultations on legal issues during the past six months through their legal hot line. The legal department prepared 39 reviews on legal issues, analytical pieces on print and online media legislation that were published on the UAPP website and are primarily of interest to media professionals and lawyers. UAPP’s legal department participated actively in the development of the draft law on de-statization.

On April 25<sup>th</sup> UAPP held its 4<sup>th</sup> conference on professional journalism focused on innovations in traditional and new media, employment challenges, and analysis of media use in Ukraine by TNS Research Company. The conference gathered 59 journalists and editors from Kyiv and the regions.

### **Activities**

Beginning in January 2013, print journalists and editors could submit requests for legal consultations through the UAPP website. UAPP provided 221 consultations during last 12 months. About 50% of consultations were provided to non-members of UAPP.

The legal department prepared 39 reviews on legal issues such as print and online media legislation ([http://www.uapp.org/legal\\_news/12706.html](http://www.uapp.org/legal_news/12706.html)). The materials were posted on the website and distributed via newsletters.

On April 25, 2013 UAPP hold a conference on professional journalism as a final event within the IV Professional Contest “Honor of the Profession.” The conference gathered 59 journalists and editors from Kyiv and regions. The key speaker was Anette Novak, the Vice President of Fojo Media Institute, who made presentation on innovative interaction models between readers and newspapers, and outlined the key changes that every journalist has to go through when started using new media. The participants also learned 5 best case practices of Ukraine when media projects are focused on engaging the audience. Experts of the research company TNS presented the recent trends in media use in Ukraine.

UAPP became a member of 2 new public councils: one at the Ministry of Justice and the other at the Anti-monopoly Committee of Ukraine ([http://www.uapp.org/legal\\_news/12666.html](http://www.uapp.org/legal_news/12666.html)). Two new proposals for revisions to the draft law regarding de-statization were submitted to the Verkhovna Rada. UAPP’s media lawyers proposed amendments to selected clauses of one of the drafts.

Through the weekly monitoring of 64 open sources UAPP provided legal expertise of 67 projects of normative acts that concern interests of print and Internet media. The expertise Results were presented at the Public Councils meetings where UAPP has membership.

### Organizational capacity development

UAPP developed an Action Plan to increase the number of the Association members.

UAPP revised the organizational structure and staff job descriptions; under the HR area, they launched a volunteer program for Legal Department.

UAPP developed and implemented its Monitoring and Evaluation System and Fundraising Plan.

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## CRIMEAN PARTNER SUB-GRANTS

### Association of Free Journalists (AFJ)

**Project Title:** Media monitoring in Crimea and contribution to “Focus” TV program

**Sub-grant Timeframe:** January 1, 2012 – December 31, 2013 **Grant Amount:** \$91,908

### Results

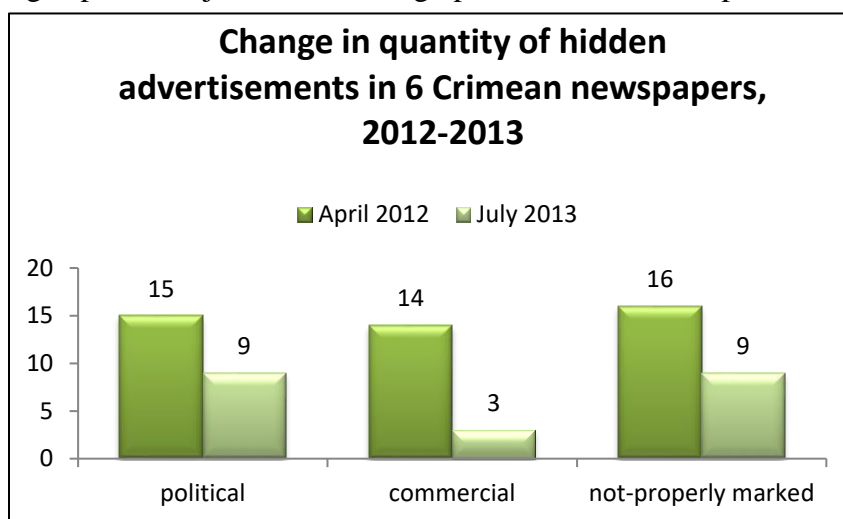
Crimean monitoring of hidden advertising in local print and online media has shown improvements in quality of content. Local media decreased the volume of *jeansa* they publish; however, they continue the practice of printing improperly marked advertisements. Over the last half-year period, less political and commercial *jeansa* appeared. In this reporting period, the use of hate speech also remained minimal.

The Association of Free Journalists attributes the improved quality of local media to regular communication between monitoring experts and journalists through public events and in-person consultations. Monitoring reports published on the IPC website (<http://bit.ly/18eq2jN>) had 102 unique visitors in September 2013.

Ten programs of the Focus TV show aired on Chernomorska TRC

(<http://investigator.org.ua/category/tv/>) and contributed to raising the media literacy of up to 1 million Crimean residents. Bi-weekly programs reported on the role of journalists in

society, their rights and duties, and regularly reported on media monitoring findings, journalists’ rights violations, and access to public information. AFJ’s “Focus” TV program raised the issue of non-transparency of public procurements in Crimea (the Council of Ministers of Crimea scored the worst in the rating of Transparency International for Ukraine) in February 2013. After



the program, the Crimean Council of Ministers placed on its website a banner for Zakup-crimea.gov.ua, a special resource on public procurement. The “Focus” program was placed on the Transparency International website (<http://ti-ukraine.org/news/2579.html>).

## Activities

- AFJ conducted twelve waves of media monitoring measuring the level of professional standards and quantity of hidden advertisement in six local media: “Golos Kryma”, “Krymskaya Pravda”, “Krymskoe Vremya”, “Pervaya Krymskaya”, “Sevastopolskaya Gazeta”, and “Sobytiya”, and 2 online media “Krymskoe Ekho” and “Novyy Sevastopol”. Simultaneously, AFJ experts provided cross-regional monitoring for five regions – Sumy, Donetsk, Lviv, Vinnytsia, Kharkiv that was held by other U-Media partner Center for Ukrainian Reform Education (CURE).
- AFJ conducted twelve waves of monitoring of hate speech in twelve Crimean newspapers. The monitoring identified pieces that were offensive to ethnic, national or religious groups. Twelve monitoring reports were published on the IPC web-site [http://www.ipc.crimea.ua/media\\_monitoring](http://www.ipc.crimea.ua/media_monitoring). Every report includes the press-release with analysis of findings and expert spreadsheets.
- To popularize quality journalism, AFJ held a series of public events – 1 roundtable, two press conferences, and two webinars, and distributed press releases with monitoring findings to contribute to citizens’ understanding of quality journalism.
  - On April 11, AFJ jointly with IPC held a round table: “Journalistic standards and professionalism. Readers’ right for quality information” in IPC-Simferopol with participation of 18 Crimean journalists, editors, and media experts resulted with six online reports on IPC and other Crimean sites (<http://investigator.org.ua/news/80225>).
  - On April 18, the webinar “Ethical approaches towards coverage of interethnic and inter-confessional problems” was held in IPC-Simferopol for 17 persons - Crimean journalists and editors (12 female, 5 male). An expert on hate speech monitoring and professor of the Taurida National University Sergiy Dibrova led the discussion.
  - June 11, press conference “Observation of professional standards and ethical rules in media: jeansa and hate speech” with participation of 20 Crimean journalists, media experts, and students of the Faculty of Journalism (TNU) initiated 12 publications on jeansa and quality of local media (<http://bit.ly/1drB1Kn>).
  - A September 9, press conference to protect journalists of “Briz” and “KerchFM” gathered 23 journalists and resulted with 8 reports about local authorities efforts to shut down independent media (<http://an.crimea.ua/page/news/47321/>).

Due to regular monitoring, Crimean newspaper **Golos Kryma** started labeling all jeansa materials. In particular, the newspaper emphasizes all ads as graphical blocks to let readers know that reports placed in the block were posted for money and are not regular journalist reporting.

Newspaper **Pervaya Krymskaya** switched to proper marking commercial "jeansa" with necessary word “advertisement”.

## **Association of Free Journalists (AFJ)**

**Project Title:** School of journalism for students in Simferopol and Yalta

**Sub-grant Timeframe:** July 1, 2012 – July 31, 2013 **Grant Amount:** \$17,065.00

### **Results**

The Young Reporter Schools in Simferopol and Yalta provided 34 Crimean students from various faculties with practical knowledge and skills necessary for creating multimedia content on a variety of subjects, including economics and tourism. The students learned how to use online research sources, write information requests to authorities, make photo reports, interview officials, and write news.

### **Activities**

Three Young Reporter Schools were held during the project period. Within these schools there were 27 training sessions in two cities - Simferopol and Yalta.

In Simferopol, 21 students (17 female, 4 male) from Taurida National University and Crimean Branch of the Kyiv National Economic University attended 15 trainings, master classes and workshops on basic journalism, multimedia, photo reporting, ethics and legal aspects of journalism. In Yalta, 13 students, young journalists, and civil activists (7 female, 6 male) from local CSOs attended 12 trainings on basic journalism, multimedia, photo and TV reporting, ethics and legal aspects of journalism.

Students of the Simferopol Young Reporters' School practiced their new knowledge and skills at the Crimean Ministry of Economic Development and Trade, Ministry of Resorts and Tourism, and Sevastopol Media Center by preparing 31 news reports for the websites of these ministries and the media center. Two School students were invited to take internships at the Ministry of Economic Development and Trade and the IPC-Sevastopol Media Center.

In May – June 2013, participants practiced their new knowledge and skills at IPC-Big Yalta Media Center, “Yaltinskie Vesti” newspaper, and Yalta FM Radio. 9 materials were prepared during the practice. The participants also prepared infographics templates to be used at the media center website. In the future, they plan to continue their cooperation with IPC-Big Yalta, providing news and multimedia materials.

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## **Media Center IPC-Feodosia**

**Project Title:** IPC-Feodosia: from the communication platform to multimedia web-portal

**Sub-grant Timeframe:** January 1 – December 31, 2013 **Grant Amount:** \$17,000.22

### **Results**

- As part of its efforts to encourage local media and CSOs to produce local news, IPC-Feodosia broadcast a Feodosiya City Council meeting live on [ipc-feodosia.org](http://ipc-feodosia.org) on March 29, 2013.

- IPC-Feodosia launched a new TV program, *Right to Know*, covering critical local issues. The TV programs aired on local TRC "Visit" ("Crimean Cable Channel") and were published online at [ipc-feodosia.org](http://ipc-feodosia.org).
- IPC-Feodosia, in partnership with [feo.ua](http://feo.ua), launched the new citizen journalism website People News.

## Activities

During this reporting period, IPC-Feodosia hosted 15 media events with the participation of 167 representatives of the local authorities, business, and media. The press conferences were covered by the local media, which led to 42 online stories, 18 print stories, 5 TV spots, and 4 radio spots.

During the project period, IPC-Feodosia published 354 original news items at [ipc-feodosia.org](http://ipc-feodosia.org).

IPC-Feodosia produced 7 episodes of the *Right to Know* TV program, which covered crucial issues such as the cost of food for hospital patients and the founding of Alcoholics Anonymous in Feodosiya.

- April 9<sup>th</sup> - How do the people of Feodosiya like the privileged buses & and how much does the free lunch cost in city hospitals?
- April 24<sup>th</sup> - Increase of communal fees and the problem of homeless dogs in Feodosiya
- May 14<sup>th</sup> - A school of sobriety. A program about creation of an anonymous association of alcohol addicted persons in Feodosiya
- August 16<sup>th</sup> - How street trading is fought in Feodosiya
- August 23<sup>rd</sup> - Accessibility of Feodosiya beaches. Absence of water supply in one of the city districts

IPC-Feodosia provided its press conference facility and press release distribution service to 16 local civil society organizations (clients of the media center). Lawyers representing the Feodosiya League of Entrepreneurs provided 30 free legal consultations on consumer rights, labor relations, housing and communal services, property rights, and registration of CSOs.

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## Media Center IPC-Sevastopol

**Project Title:** IPC-Sevastopol: Organizing public events on critical Crimean issues and implementing a school of young reporters

**Sub-grant timeframe:** January 1 – December 31, 2012 **Grant Amount:** \$23,396

## Results

- IPC-Sevastopol doubled the number of press conferences held in its media center. In the last quarter of 2012, it organized 77 events, in comparison to 38 events in the previous quarter. The [website](http://www.ipc-sevastopol.org) of IPC-Sevastopol doubled the number of visitors and page views in the last quarter of 2012 compared to the previous quarter.
- By training youth to produce well-researched and accurate stories for print and online media, IPC-Sevastopol's Young Reporter School gave students a model of good



journalism, and in this way worked to raise the level of media literacy not only of school students but also of other children and teenagers through the organization of media competitions.

- In the three months from October to December 2012, school students published over 261 materials on the [SevPressPeople](#) website, which was created through this project.

### **Activities**

IPC-Sevastopol hosted 77 events (press conferences and roundtables on important social, economic and political issues). Highlights include:

1. “[Sevastopol’s choice at 2012 elections](#)” round table (November 12, 2012) - the speakers analyzed the Results and violations of 2012 Parliamentary Elections.
2. “[Official propaganda of injection drugs among children in Sevastopol](#)” (October 18, 2012) - the speakers discussed the negative impact of leaflets circulating in schools warning students about injection drug use.

The IPC-Sevastopol website created a “[2012 Elections](#)” section which informed visitors about the candidates and their campaigns, as well as violations of election legislation. A web camera was installed on the premises of the media center and attracted many new visitors to the IPC-Sevastopol website.

The media center created accounts in social networks VKontakte and Facebook, which also increased the website’s audience.

### *Initiatives for young journalists*

IPC-Sevastopol’s Young Reporter School conducted two competitions:

1. “[Police through the Eyes of Young Reporters](#)” Award (December 6-16, 2012). The works of participants were published on the [SevPressPeople](#) and [Ecopolis](#) websites, as well as on the website of Ministry of Internal Affairs of Ukraine.
2. The First Sevastopol News Competition for Children and Teenagers, “[Cool News](#)” (October 15 – November 16, 2012). 80 submissions from 29 participants were published on the [SevPressPeople](#) and [Ecopolis](#) websites.

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## **Kurman NGO**

**Project Title:** Local Media Incubator

**Sub-grant timeframe:** July 1, 2012 – June 30, 2013 **U-Media Award Amount:** \$5,970

### **Results**

- NGO Kurman launched the new citizen journalism website [Kurman](#), which aims to increase local news content and reach in the Krasnogvardeyskiy rayon (Crimea), where traditional and online media penetration is low.

- During the project period, 64 new users registered on the website; 20% of them regularly post information about events in the region, while 15% of users are actively involved in discussions on the website.
- NGO Kurman established partnerships with the local newspaper “Ogni Mayaka” and Krasnogvardeyskiy Rayon State Administration. Information from these sources is published on the website in separate blogs. [Krasnogvardeysky Office of Ministry of Internal Affairs of Ukraine](#) and [Amursky village council](#) started their own blogs on the Kurman website.

## Activities

NGO Kurman conducted 2 trainings on citizen journalism in Krasnogvardeiskoe and Oktyabrskoe villages. The trainers were U-Media’s Crimea Media Advisor Lenur Yunusov and “Ukryama” website founder Pavel Belousov. At the training, 52 local people (9 men and 43 women) learned basic journalism and news writing skills.

During the project period, about 500 news items and articles were published on the [Kurman](#) website; 90% of the content covered events in the Krasnogvardeyskiy rayon.

NGO Kurman made an agreement with Ivan Yanchenko, the Editor-in-Chief of the local newspaper “Ogni Mayaka,” that some articles from this newspaper will be published on the Kurman website. Additionally, NGO Kurman reached a similar agreement with the Krasnogvardeyskiy Rayon State Administration and local police that their information will be published on the Kurman website.

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## Media Center IPC-Sevastopol

**Project Title:** IPC-Sevastopol: investigative reporting on community budget and property usage

**Sub-grant timeframe:** April 1, 2012 – March 31, 2013 **Grant Amount:** \$19,740

## Results

- Several journalistic investigations conducted by IPC-Sevastopol’s website [Civil Defense](#) made significant impact. In particular:
  - After [publication](#) of a story about environmental problems in Sevastopol, illegal sand mining on Cape Fiolent was stopped and the Sevastopol prosecutor's office opened a criminal investigation into the company engaged in the mining.
  - After publication of an investigation titled [“Beach Sale,”](#) Sevastopol authorities decided to stop construction of a multi-storey sanatorium on "Sunny" beach.
  - Following publication of the investigative story [“Dead Souls of Local Government,”](#) the deputy of Sevastopol city council, Valery Saratov, began to attend plenary sessions after a year's break.
  - After publication of the story ["Sea Behind the Fence,"](#) the Sevastopol prosecutor’s office initiated a review of land allocation at Cape Sarich and the fence blocking public access to the beach was removed.

- After publication of the [“Corruption Map”](#) story, the head of Sevastopol’s city administration Vladimir Yatcuba obliged the local police and the prosecutor’s office to publish information on bribe-takers on their official websites.
- IPC-Sevastopol’s website [Civil Defense](#) increased its audience by 3,300 unique visitors (from 7,664 in October 2012 to 10,950 in March 2013).

## Activities

In this reporting period, the Civil Defense website published 1,436 news stories, 53 interviews, and 30 investigations. Some of them had wide resonance:

- An analysis of the city budget for 2013
- The investigation of distribution of tenders in 2012
- Budget spending for the Program of Social and Economic Development of Sevastopol in 2013

Journalistic investigations were conducted in partnership with local civil society organizations:

- “Solnechnyy Khersones:” fighting against illegal construction in the coastal zone.
- “Ulyanovskie Dvory:” counteracting illegal construction in Sevastopol residential areas.

The Project team created an [infographic](#) visualizing the use of communal property and funds.

During the election campaign, journalists created maps providing voters with impartial information on the election process:

- The map of polling stations in Sevastopol
- How did Sevastopol vote?
- How did regions of Ukraine vote in 2012 elections?

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## Tavriya Institute of Regional Development (TIRD)

**Project Title:** Development of English version of BlackSeaNews.net information portal

**Sub-grant timeframe:** July 1, 2012 – June 31, 2013 **Grant Amount:** \$20,165

## Results

- TIRD increased the amount of English-language content on the [BlackSeaNews.net](#) website.
- The number of unique visits to the website increased from 38,373 in August 2012 to 90,223 in June 2013.
- The number of visits to the English-language pages of website increased from 3,879 in August 2012 to 11,786 in June 2013). The number of citations to the BlackSeaNews site in foreign media also increased. (English is the *lingua franca* of the countries surrounding the Black Sea.)
- In a joint initiative of the BlackSeaNews team and the Consulate General of Ukraine in Istanbul, in close collaboration with the Ministry of Resorts and Tourism of the Crimea,

the BSEC Permanent International Secretariat decided to convene the BSEC Working Group meeting on cooperation in the field of tourism in Yalta on February 28, 2013.

- On March 7, 2013, BlackSeaNews' Director, Chief Editor and Editor of the portal's English version took part in the BSEC Working Group meeting on organizational issues in Istanbul and presented the BlackSeaNews portal as a potential partner of the BSEC.

## **Activities**

### *Content production*

BlackSeaNews.net website was redesigned;

English editorial staff employees were selected and trained;

During the project period, TIRD published 4,399 news items and 56 articles in English. The majority of the published articles are original materials of BlackSeaNews.

The new section dedicated to BSEC Activities was created at the portal and already has got 23 English language articles and 41 news related to this international organization's Activities.

Greece was added to the list of countries monitored by the BlackSeaNews team. (One of the project's goals is to widen the portal's audience with experts from the Black Sea Region countries. The project also aims to spur joint projects between civil society, journalists, analysts, experts and artists of Black Sea countries.)

### *Regional media and cross-regional linkages*

Partnership relations with Turkish, Bulgarian and Romanian media were established and regular correspondence and information exchanges with them were maintained. The collaboration resulted in an increase in journalistic content from these countries. As a result, the number of readers from these countries visiting the site also increased.

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## **Informtavrika LTD ("Kafa" newspaper)**

**Project Title:** School for Young Journalists in Feodosia, Crimea

**Sub-grant timeframe:** January 1, 2012 – June 30, 2013 **Grant Amount:** \$12,454.54

## **Results**

- Informtavrika conducted the School for Young Journalists, giving 32 teenagers from 8 Feodosia schools the chance to gain basic journalistic skills and publish their own articles. During the project period, students published 14 printed editions of their own school newspaper, "Pilot," with a total circulation of 4,615 copies. At least 7,000 Feodosia students read them. "Pilot" issues can also be found in city libraries and on the website of the Young Journalist School. The number of School "fans" on the "Vkontakte" social network increased from 167 to 270 people. Photo-reports of School participants, articles on various school-related subjects and advice from child psychologists were published in the newspaper "Pilot."
- School students published 120 news items and articles in "Kafa" newspaper, and they also filmed, by themselves, two TV programs called "[Zachetno](#)". In December 2012,

school students conducted a journalistic investigation called “Children and Cigarettes;” in which they demonstrated that minors in Feodosia can easily buy cigarettes.

## Activities

- During the project period, Informtavrika conducted 161 training sessions at the Young Journalist School. Students learned basic journalism, newswriting and data collection skills, journalism ethics, blogging and social networking skills. Informtavrika held online conferences with previous Young Journalist School graduate Valeria Samarkina and with blogger Sergei Anashkevich, and arranged several meetings and interviews with local journalists, representatives of the Feo+ TV website, Oksana Kaydasheva and Pavel Kaydashev.
- Informtavrika took the students to the editorial offices of various media outlets, such as popular Crimean radio station *Trans-M-Radio*, *Argumenty Nedeli*, a Crimea online newspaper, and the *ITV broadcasting company* in Simferopol. U-Media Crimea Media Advisor Lenur Yunusov conducted a workshop on headline writing for school students.
- On February 24, school students held an exhibition of their photos. During the exhibition, young journalists and the Feo-TV team produced a [video report](#).
- The School for Young Journalists continues its work in the 2013-2014 academic year at the expense of Informtavrika LTD.

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## Informtavrika LTD (“Kafa” newspaper)

**Project Title:** Crowdmapping for solving crucial problems

**Sub-grant timeframe:** May 1, 2012 – April 30, 2013 **Grant Amount:** \$12,960

## Results

- Informtavrika continued to update its crowdmapping website [Mne-Nadoelo.com](#), which allows Crimean residents to crowdsource information about problems that frustrate them in their cities and capture them on an interactive map. Then journalists take comments from city authorities, file requests for public information and cover the issues raised by local residents in media. Most of the questions raised by citizens concern city utilities and the quality of work of local authorities.
- During the project period, Crimea residents submitted 274 complaints to the Mne-Nadoelo.com website. Project team published 61 articles and news items on [kafanews.com](#) and [allkerch.com](#) websites.
- During the project period Mne-Nadoelo.com was visited by 47,305 unique users.
- Mne-Nadoelo.com received media coverage from regional media – 42 news items were published in various Crimean newspapers and web-portals.
- As a result of the publicity, some problems reported by the public have been resolved. For example, the beach in Feodosia was re-opened for public use; graffiti containing hate speeches and fascist propaganda in Feodosia was painted over; 7 garbage dumps in Simferopol, Feodosia and Kerch were removed; 3 new crosswalks in Feodosia and Kerch were built; and embankment of the Salgir River in Simferopol was cleared.

- After the complaints were made public, the authorities promised to repair the Children's Creativity Center in Feodosia; the subway and Trenev's Park in Simferopol, the facades of houses in Feodosia; and the fence at the beach in Primorsky village.

## Activities

The project team published a monthly report on received complaints in the blog on the Kafanews.com website. The Project team created Mne-Nadoelo.com groups in VKontakte and Facebook social networks through which complaints also are submitted. Skype-conferences and workshops for journalists in Simferopol, Kerch and Feodosia, moderating the received complaints, were held as part of this project. In March 2013, the Mne-Nadoelo.com website was redesigned. Website users may now track the Results of published complaints. Project team agreed with two lawyers who will prepare samples of complaints, that website visitors can download and use them for communication with authorities.

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## Ukrainian House (UH)

**Project Title:** Production and distribution of TV programs on the European integration experience of Estonia, Latvia and Lithuania "EU: Everything is possible"

**Sub-grant timeframe:** November 1, 2012 – May 31, 2013 **Grant Amount:** \$10,220.26

## Results

- UH produced and broadcast on *Chernomorskaya TV* 6 documentaries on the European integration experience of Estonia, Latvia and Lithuania. Five ten-minute documentaries were broadcast on prime time, Mondays at 8 p.m., and repeated on Saturdays at 6 p.m. The purpose of these documentaries is to demonstrate to the Crimean audience how the EU membership promotes reforms in all sectors and how the citizens can make an impact on making important decisions in their countries.
- The videos were uploaded to the various websites and social networks, including *Chernomorskaya's* Youtube channel, and the website "The non-profit TV and Radio Courier."
- During July-September 2013 the documentaries were broadcast on 10 regional TV stations in Kiev, Chernigov, Kherson, Mykolayiv, Odessa, Luhansk, Donetsk, Zaporizhia, Dnipropetrovsk and Kharkiv regions.
- The Project team also created the FB page "Everything is possible";
- The audience of each documentary was more than 30,000 people.

## Activities

The project team visited Latvia and Estonia where they held 15 meetings with local experts and authorities. Following the visit, the Ukrainian House team produced 6 documentaries, which were broadcast on Chernomorska TV channel during May 2013; each program was devoted to a special issue such as health care reform, local government, creation of a favorable environment for SME development, education reform, the pension system and land reform. The programs provided information on how the reforms were implemented in the countries of Soviet background that recently joined the EU. The programs featured positive social changes that happen when a country joins the European Union.



## **OPEN COMPETITION SUB-GRANTS**

### **Ternopil Women Association (TWA)**

**Project Title:** Studying gender issues in Ternopil regional media and training for journalists

Sub-grant timeframe: November 1, 2012 – May 31, 2013 **Grant Amount:** \$16,635.50

### **Results**

The project of the Ternopil Women Association (TWA) attracted huge attention toward gender imbalance in regional media content in Ternopil region through training and online debates. TWA held two waves of media monitoring of local press to compare the gender sensitivity of local media at the beginning of the project with the media's gender sensitivity at the end of the project. The monitoring showed improvement of local content through reinforcement of socially important reporting on subjects such as education, healthcare, and culture; the number of reports with women as key characters and/or experts increased threefold during the timeframe of the project. An important result of the project was the strengthening of cooperation between local CSOs and media in Ternopil region.

TWA facilitated the publication of stories featuring women and gender issues through its journalist trainings, press conferences and a series of seven online debates called “The Media Puzzle Show” (<http://bit.ly/16LRdXB>). These activities involved 100 journalists, NGO leaders, and women from a variety of backgrounds (journalists, teachers, medical workers, scientists and artists) in the Ternopil region. Up to 300,000 Ternopil area residents read or viewed the stories produced as a result of this project through TV, websites and newspapers.

### **Activities**

- TWA involved 19 volunteers – students of local university students (4 male and 15 female) in media monitoring to assess the quality of the coverage of gender issues. The volunteers were trained in monitoring methodology and gender policies.
- TWA trained 20 (16 female and 4 male) local journalists from print and electronic media on covering ethical standards and gender policies, based on best European examples in covering socially-important and gender-related issues.
- TWA held seven online debates on socially important topics with the participation of 40 speakers - local NGO leaders, politicians, authorities, scientists, journalists. Programs are available on YouTube at: "Journalists and professional standards", "Politicians and journalism", "Business and journalism", "Journalism and Law", "Education and Journalism", "Culture and Journalism", and “Gender and Journalism.” Five local Internet media [www.provse.te.ua](http://www.provse.te.ua), [www.realno.te.ua](http://www.realno.te.ua), [www.like.te.ua](http://www.like.te.ua), [www.gazeta-misto.te.ua](http://www.gazeta-misto.te.ua), [www.gazeta1.com](http://www.gazeta1.com) joined the project to broadcast one-hour online debates. Online debates attracted keen interest from local journalists who quoted the experts and used parts of the debates in their reporting on education, culture, and legislative topics. Samples of their reporting can be found at:

<http://bit.ly/18P0y2b>, <http://news.join.ua/read/24/31/50/08/>, <http://bit.ly/18P0Bew>,  
<http://varta.kharkov.ua/kultura/1092100.html>, <http://bit.ly/1fb8aj1>,  
<http://www.civicua.org/news/view.html?q=2007839>, <http://bit.ly/16td1Sk> ,

To involve more journalists and citizens in the project, TWA launched the FB page <https://www.facebook.com/TernopilWomen?ref=ts&fref=ts>; it attracted 100 followers over three months.

- In May 2013, TWA held a national roundtable called “Ethical standards and gender issues in modern journalism” in Kyiv to publicize the project’s results and to unite gender CSOs from different regions of Ukraine to talk about the quality of gender-related reporting in Ukrainian media. Academicians, representatives of gender CSOs, psychologists and journalists discussed approaches to changing gender stereotypes and best approaches to educate journalists and media managers about the dangers of gender stereotyping in their reporting (<http://bit.ly/15INNvb>).

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## **Mykolaiv Center for Investigative Reporting (CIR)**

**Project Title:** Mykolaiv Investigative Reporting Center Development

**Sub-grant Timeframe:** October 1, 2012 – September 30, 2013 **Grant Amount:** \$16,067.20

### **Results**

- The Mykolaiv Center for Investigative Reporting developed an investigative and news reporting system and actively informed people about issues of social importance through the web-portal <http://nikcenter.org>.
- Several stories published by the Center of Investigative Reporting during this reporting period helped to resolve local issues in the Mykolaiv region. The publication “City of stumps and stubs,” on the illegal reduction of parklands, prompted the Environmental Prosecutor’s office to launch a criminal investigation. The head of the land department at the local administration was fired after the investigation revealed misuse of power in the distribution of land certificates.
- Publications of Nikcenter.org spurred people to solve their problems. After publication of the story “Forest for the prosecutor” revealed housing construction in recreational areas, a citizens’ group started a petition to save their forests.
- Some stories became national news after their publication on Nikcenter.org. A story by Slidstvo.info, another U-Media partner, about corruption in relation to contracts to insulate schools for the coming winter (<http://slidstvo.info/rozsliduvannia/35-presidents-friends-robbed-children.html>) prompted CIR to launch a local investigation on the same topic. After the publication of “Renovation of the schools: schemes dexterity and corruption,” parents in the Korabelnyi district in Mykolaiv introduced parental controls over budget funds allocated for the renovation of their schools.
- One Nikcenter.org publication, “Zoraki hunting” by Yaroslav Chepurnoy, was a finalist in the Best Investigative Reporting category in the U-Media sponsored “Honor of the Profession-2012 -2013” national journalism competition (<http://nikcenter.org/newsItem/view/id/1358>)

### **Activities**

*Conducting and publishing journalistic investigations, analytical articles, creating one's own news content*

During the a year of the project, the Mykolaiv Center for Investigative Reporting published 18 investigative stories (including subject such as corruption in land distribution, misuse of public funds, violation of human rights and abuse of power), 36 analytical articles on issues of social importance, and 488 news stories covering corruption, local government, public transportation, and municipal services.



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*Infographic by Mykolayiv Center for Investigative Reporting*

All IR stories were accompanied by infographics to appeal to a wide array of audiences and make them easier to understand. This content was published on the Center's website and distributed through CIR's social network profiles on Facebook and V Kontakte. The Center's IR stories were published in local newspapers *Tvoja Gazeta*, *Ridne Prybuzhzhya*, as well as by online portals *Nashi Groshi*, *Censor.net.ua*, *ord-02.com*, *mycity.mk.ua*, *podrobnosti.mk.ua*, *0512.com.ua*, *prestupnosti.net*, and others.

In February 2013, CIR launched a redesigned "Center of the Journalistic Investigations" website at <http://nikcenter.org/>. The number of website visitors increased from 2,800 in October 2012 to 20,042 in August 2013. The site generated 300 UAH per month in advertising, which helped offset the costs of site maintenance and hosting.

## Center for Political Studies and Analytics (CPSA)

**Project Title:** Public monitoring and investigative reporting on state procurement system in Vinnytsia and Lviv oblasts

**Sub-grant Timeframe:** March 1 – August 31, 2013 **Grant amount:** \$21,560

### Results

CPSA monitored the public procurements of 34 local authorities' offices in Lviv and Vinnytsa regions. In total, 120 information requests were sent; on average 6 requests were sent to every office. The requests concerned the procurement of medicines and medical equipment, catering for educational institutions, and construction and renovation services.

Training was provided for partners and local journalists in April, in Vinnitsya, where thirty participants learned how to look for irregularities in public procurement. In the beginning, Lviv oblast authorities ignored the requests. After CPSA published the article “Only 5 Lviv authorities replied to requests on procurements,” in 3 leading regional newspapers, the authorities provided responses. After that, 100% of requests were answered.

CPSA investigative stories about public procurement bore titles like:

- officials lobby their own businesses;
- manipulations of public procurements rules and regulations in favor of one's business;
- connections between local businesses and politicians;
- purchase of cheap bad goods that may threaten consumer's health.

Eleven stories were published in Lviv and Vinnitsya media outlets. “How to earn billions on the rubbish” revealed the cooperation among local officials and businessmen that led to monopolization in garbage collection services in Zhmerinka (Vinnitsa region). After the story was published, Vinnitsya's Antimonopoly Committee announced that an investigation would be held. All stories were republished on CPSA website.

As a result of the investigations, 20 appeals against state procurements were sent to the relevant authorities. All violations in public procurement legislation found by CPSA were sent to the Committee on Fighting Corruption and Organized Crime.

Due to CPSA publications, Vinnitsya's regional office of the Antimonopoly Committee of Ukraine initiated a public procurement check of the Office of Housing at Zhmerynka City Council. A second investigation focused on public procurement of the Vinnitsya Regional State Administration by Ministry of Economic Development and Trade of Ukraine. Lviv Regional State Administration conducted an internal investigation on hiding public information by officials of the Pustomytovsky hospital; hospital officials were obliged to send contract documents requested by CPSA.

CPSA provided two consultations on access to public information legislation and state procurement procedures to regional partners. The consultations taught partnering NGOs and media to search for information about public procurements through public sources and use of official information requests.

## **Platforma Idey (PI)**

**Project Title:** Development of Kyiv Agency for Investigative Reporting

**Sub-grant Timeframe:** August 1, 2012 – April 30, 2013 **Grant Amount:** \$19,862.37

### **Results**

The Kyiv Agency for Investigative Journalism, known as "Slidstvo.Info," is a small, independent team of journalists-investigators that produces stories that expose corruption, organized crime, violations of human rights and misuse of public funds.

With U-Media support, Slidstvo.Info published the story “President’s friends earned money on social facilities renovations,” in November 2012 on the “UA Pravda” portal. Due to cooperation with the Anti-Corruption Center CSO, the story was translated into English (<http://bit.ly/WarAX4>). The story concerned a government contract worth 2 billion UAH that was misused. The funds were allocated under the Kyoto Protocol for insulating hundreds of schools, kindergartens, hospitals and old people's homes. Most of the work planned by the government program was not implemented, and estimates for costs of the work were exaggerated by several times. The authors of the report revealed that the contractors chosen by the government to do this work are close to President Yanukovich. This story received 1,300 likes on **Platforma Idey’s** Facebook page. This story was picked up by several other journalists, which lead to more publications on this scandal.

The investigation was noticed by politicians as well: the Verkhovna Rada Committee on Fighting Crimes and Corruption started gathering signatures to create a temporary investigative commission to study the situation described in the investigation. An MP from UDAR Party met with journalists and agreed to include the materials prepared by the Agency in the investigation made by the Committee.

Another Slidstvo story, "Customs Cash Cow," was published by the Kyiv Post. This investigation was devoted to the problem of corruption in Ukrainian customs, and was produced with the support of the USAID-funded Organized Crime and Corruption Reporting Project. The investigation reveals that President Yanukovich personally instructed officials to pass customs clearance control in Odessa’s sea port to a private company. Reporters revealed that owners of the company had been accused by the police in a number of European countries of weapon smuggling and money laundering. It was the most popular article on Kyiv Post’s website in January 2013. U.S. Ambassador to Ukraine John F. Tefft personally thanked the Kyiv Post editor-in-chief Brian Bonner for this investigation.

### **Activities**

Other stories include:

- “Useless Gas Production” – why the construction of a LNG terminal is futile and why the state continues allocating money to it.
- “Lifestyles of Top Managers of Ukrainian Customs Office” – exclusive video on the estate of Ihor Kaletnyik, the Head of the Ukrainian Customs Office, and his deputies. The story was aired on TVi channel.
- “Why non-professionals were authorized to construct the LNG Terminal” – analytical



video reportage on corruption and incompetence that occurred in the State Agency for Investment and National Projects.

- “Who destroyed “Orlyatko” park” – uncovered the corruption network that exists between businessmen and Kyiv authorities and led to illegal building on this Kyiv park’s territory.
- “Off-season of official champions” – uncovers corruption surrounding the building of sports facilities for the World Cup in Athletics that will be held in Ukraine in 2014.
- “How Serhiy Kurchenko earned money on the football club” – the video shows how an unknown businessmen was able to purchase one of the best football clubs in Ukraine and how corrupt dealings in natural gas played a role.
- "Hospital of the Future by Viktor Yanukovych" – the story revealed corrupt connections between President Yanukovych’s son’s companies and the building of the largest children’s hospital in Ukraine.

Slidstvo.info signed an agreement with the "Anticorruption Action Centre" (AAC) for a free translation of the most resonance investigations in English for sharing to foreign audiences.

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### Center for Regional Policy Studies (CRPS)

**Project Title:** Development of “SumyNews” Internet-TV

**Sub-grant Timeframe:** September 1, 2012 – June 30, 2013 **Grant Amount:** \$ 18,705.00

### Results

The journalists of *SumyNews* Internet TV employed video-streaming and video-on-demand technologies to create programming that was widely distributed through social networks. They became skilled in creating video products that reflects important social issues, something that had not been seen before in the Sumy region. *SumyNews* produced two online programs, *Night Watch* (<http://sumynews.com/video/avtorski-prohramy/nochnoi-dozor-z-serhiem-aleshchenko.html>) and *[R] evolution* (<http://sumynews.com/video/avtorski-prohramy/nova-polityka-z-oleksandrom-khoruzhenko.html>). Because political news and announcements typically appear only in traditional media sources in the region, *SumyNews*’ practice of posting video news online and on social networks motivated many Sumy politicians and journalists to become active in social media for the first time. The media platform <http://sumynews.com> was used to spur meaningful dialogue between journalists and experts on social and political issues and events in Sumy.

*SumyNews* now consults on the new media projects of other groups. For example, in March 2013, *SumyNews*’ Lutsk media colleagues followed the *SumyNews* model and created the *VolynMedia* platform (<http://volynmedia.com/articles/156/>; <https://www.facebook.com/VolynMedia>).

According to Google Analytics, from October 2012 to July 2013, 119,997 unique visitors viewed *SumyNews* Internet TV, and viewed 203,254 pages – 70% of these were new visitors. According



to YouTube Analytics, during the same period, 121,509 people watched *SumyNews* videos on YouTube for a total of 456,330 minutes.

## Activities

*SumyNews* produced well-balanced social and political news content that objectively covers events of importance to Sumy citizens. Under this project, *SumyNews* Internet TV created a small, mobile news desk to produce video interviews with key newsmakers and distributed them through YouTube (<http://www.youtube.com/thesumynews>), and through social networks Facebook (<https://www.facebook.com/SumyNews>) and Twitter (<https://twitter.com/SumyNews>).

Over the course of the project, more than 450 videos were posted and were watched by about 90,000 viewers (according to YouTube analytics).

By combining the efforts of leading journalists and experts, twenty *Night Watch* online TV programs provided the Sumy community with access to politically unbiased information about a strategic development plan for the city of Sumy, Sumy's budget for 2013, corruption in local governments, housing and communal services (e.g. water supply in the city), city road construction, the investment climate in Sumy, the work of city police, employment and education, and development of Sumy's cultural environment. Twenty *[R] evolution* programs instructed Sumy's journalists, activists, and CSO staff on how to master new media digital culture and encouraged the development of civic journalism in the Sumy region.

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## Donetsk Committee of Voters of Ukraine (DCVU)

**Project Title:** Multimedia Content Production for Donetsk Media

**Sub-grant Timeframe:** January 1 - December 31, 2013 **Grant Amount:** \$14,032.00

## Results

- The Donetsk regional organization Committee of Voters of Ukraine (DCVU) produced 70 episodes of the program *Just People*, a 7-minute video interview with prominent citizens in the Donetsk region, and 33 programs called *Stability and Well-being*, a 6-minute program aimed to improve the information environment in Donetsk and develop civic journalism. The programs were placed on the well-known portal <http://www.ngo.donetsk.ua/>, visited monthly by 43,631 people. On average, each program was viewed 731 times.
- In March 2013, the newspaper "Day" published a story called "Donetsk without Stereotypes" based on the program "Just People." Donetsk is seen as the heartland for President Yanukovich's Party of Regions, and so Ukrainians have the negative impression that all residents of Donbass support that party. "Day" newspaper cited the "Just People" program as an accurate depiction of the residents of Donetsk – people from a wide variety of backgrounds who do not necessarily provide unquestioning support to any one political movement. Given the fact that the newspaper's circulation is 90,000 copies, about 140,000 readers learned about the Multimedia Content project developed by DCVU under U-Media support.
- The DCVU video segments may have inspired local media to create their own videos:

“News of Donbass” launched the project “Share,” an interactive Internet broadcast, in February, 2013. (There was no such content produced in the Donetsk area until DCVU started its video project.)

- Inspired by the *Just People* and *Well-being and Stability* programs, DCVU journalists launched the program “Versus,” that presents experts who have opposite points of views on a socially important issue. These programs covered the extraction of shale gas in Donetsk region, pension provision for Chernobyl victims and health reform implementation in the Donetsk region.

## Activities

During the reporting period, DCVU produced 70 segments of the “Just People” programs. The programs were aired on Tuesdays and Thursdays at 3 p.m. Featured guests included journalists (8), cultural activists (31), social activists (21), religious leaders (2), businessmen (4), scientists (2) and officials (2). The programs are available on the organization’s [YouTube channel](#).

To date CVU has produced 33 episodes of the *Stability and Well-being* program; the anchors of the program discuss hot topics such as the implementation of the law on smoking in Donetsk restaurants, the attack on French journalists due to their interest in illegal mines in Snijnoe, shale gas production in the Donetsk region, and a protest during the Tech Camp training organized by the US Embassy in Donetsk. The programs are available on the [YouTube channel](#).

Each program is posted on the DCVU [website](#), [Facebook](#) and [VKontakte](#) pages and [Twitter](#). In January 2013, the number of subscribers to all three social networks was 798; by the end of August it had reached 1,938 people.

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## Independent Media Trade Union of Ukraine (IMTUU)

**Project Title:** Legal Bureau to protect journalists’ work, improve legal services and protect media employee rights; launching hotline and quick response teams.

**Sub-grant Timeframe:** July 1, 2012 – June 30, 2013 (no-cost extension to July 31, 2013)

**Grant Amount:** \$43,158.38

## Results

- IMTUU’s Legal Bureau (LB) provided 712 consultations (vs. 350 planned) and initiated court proceedings in 9 cases on behalf of journalists (both IMTUU members and non-members). An increasing number of journalists applied for consultations with the LB to protect their rights, which indicates increasing levels of legal awareness among journalists, their willingness to oppose pressure in court and refusal to submit to unreasonable demands from media owners and public authorities, law enforcement agencies, etc.
- After two journalists were beaten in Kyiv on May 18, 2013, IMTUU’s Legal Bureau, IMTUU’s regional branches, and grassroots organizations backed up by other organizations that defend freedom of speech and journalist rights, published declarations and held protest actions in Kyiv, Kherson, Chernivtsi, Lviv, Lutsk, and the AR Crimea.

- The LB drafted the appeal from IMTUU to the VR's Temporary Committee of Investigation that included the list of 10 most resonant cases of non-interference of the law-enforcement agencies and 2012-2013 journalists' rights violations together with the list of similar cases registered in 2009-2010.
- IMTUU, jointly with the Institute of Mass Information, compiled the *National 2012-2013 Enemies of the Press* ratings.
- The IMTUU set up IMTUU branches in Kyiv and Lviv and a grassroots TVi trade union organization; two other grassroots trade union organizations and the AR Crimea branch of IMTUU are being established.

## Activities

The LB lawyers, Director and IMTUU Executive Secretary provided 712 legal consultations under the project: in October – 90 consultations; November – 73; December – 54; January – 69; February – 86; March – 56; April – 91; May – 85; and June - 108. The number of consultations provided for TV channels is 41; radios – 7; print media – 107; Internet portals – 75; and information agencies – 10. As a result, 116 proceedings and other documents were developed, and 32 pre-press/pre-broadcast examinations were done.

The LB's Quick Response Team (QRT) made 3 visits to media outlets in Kharkiv, Simferopol and Kremenchuk and 5 visits for representation in courts in Simferopol (3 cases), Mykolaiiv and Kharkiv.

IMTUU held two round-table sessions in the Ombudsman's Secretariat on November 20 and 23, 2012 with Ms. Yuka Gavrylova, Legal Bureau Head, as a speaker. The topics discussed included: *CSOs and Ombudsman's Office Interaction re Access to Public Information*; and *Superficial Inspection or Illegal Search: do the Police Adhere to the Law?* On February 22, 2013, IMTUU conducted a workshop entitled *Security and Legal Protection of Journalists: Shop-Floor Union Organizations as an Effective Tool to Protect Journalists' Rights* in Lviv, with 29 participants from Lviv region, Ivano-Frankivsk, Vinnytsia, and Ternopil; in April – June, in Chernivtsi (23 participants) and Lutsk (22 participants). The topics discussed by IMTUU speakers included:

- Monitoring of journalists' rights violations from 2009 to 2012. Future trends and forecast;
- Tough legal issues for journalists and media;
- Effective legal protection for journalists and other media employees;
- Illegal detention, illegal searches of journalists by the Ministry of Internal Affairs officials, the methods of protection (practical advice);
- The trade union as an effective tool to protect journalists' rights.

Per journalists many requests, the LB will run two more trainings: one to be held in Simferopol because of the increased number of journalists' rights violations, requests for legal consultations/defense; and the final one in Kyiv where the target audience will be the journalists – trade unions activists representing the newly established grassroots trade unions organizations and who will disseminate the obtained knowledge among their colleagues in the regions.

IMTUU concluded its monitoring of journalist rights violations from 2009 to 2012, and the results are placed on the IMTUU website: <http://nmpu.org.ua/2013/03/monitorynh-porushenn-prav-zhurnalistiv-u-2009-2012-rokah-slajdy/>. The following issues were noted for the October 2012 to July 2013 period:

- Requests for information are often ignored by local officials (e.g. heads of village councils), who fear that providing information might reveal their professional incompetence;
- Non-transparent and far imperfect ownership system is an acute issue in media and TVi conflict belongs to the cases revealing such matter of state;
- The relations between journalists and law enforcement officials are getting tougher than before, specifically during mass actions and public events when law enforcement officials neglect their official duties to act when journalists' rights are violated. The IMTUU spoke on this state of affairs at various gatherings of commissions and working groups, at roundtable sessions and conferences. The IMTUU realizes that dozens of written requests may not change the situation in the short term period; however, dedicated ongoing efforts by the Legal Bureau can bring positive changes in the long term.

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### **Institute of World Policy (IWP)**

**Project Title:** Virtual Forum of Global Women Leaders: establishing a discourse about gender equality in Ukrainian society

**Sub-grant Timeframe:** May 1, 2012 - July 31, 2013 **Grant Amount:** \$22,345.99

### **Results**

Through 9 online video conferences with women leaders, the Institute of World Policy continued promoting discussion of gender equality in Ukraine and the participation of women in Ukrainian political and civic life. On average 20 people (activists, journalists, representatives of international organizations, embassies, etc.) participated in each video conference. The transcripts of the video conferences were posted on the IWP website, which has 1,000 unique visitors per day. Topics raised during the videoconferences included gender equality and balance in politics as an integral part of democracy, gender equality as a part of European values, differences between male and female styles in politics, success stories of women political leaders, best approaches to achieve gender balance (legislative regulation, quotas, education, and evolution of political culture).

During the reporting period, around 150 publications on gender issues appeared in the media, according to IWP. These publications highlighted examples of gender equality and promoted the role of women in political and civic life. IWP was in constant dialogue with the Parliamentary groups "Equal Opportunities" and "Equality", their members attended IWP events as well. This cooperation highlighted the urgency of gender issue dialogue and showed politicians the public demand for steps that will strengthen women's role in political and social life.

As a result of this project, IWP has become a communication platform for all actors who are interested in strengthening women's role. The best international examples of gender equality

were spread through media publications. The project also activated gender issue discussions in social networks such as Facebook.

## Activities

IWP conducted 9 video conferences with global female leaders:

- October 10th - Rebecca Harms, a member of the European Parliament, the co-president of the Greens-European Free Alliance group in the EP, <http://bit.ly/Ye5sk9>.
- October 12th - Ksenia Sobchak, the Russian public activist, <http://bit.ly/Ye6kW0>.
- December 19th - June Zeitlin, the OSCE Chairman on gender issues, <http://bit.ly/17Sa81X>.
- January 25th - Danuta Hübner, Member of the European Parliament, <http://bit.ly/10HO0AA>.
- February 8th - Roza Otnubayeva, former President of Kyrgyzstan, <http://bit.ly/19KVZmA>.
- April 3rd – Mari Skaare, the NATO Secretary General’s Special Representative for Women, Peace and Security

The April 3<sup>rd</sup> video conference provided an opportunity to discuss the tools NATO uses to enhance gender equality. Mari Skaare shared her vision on the role of women in the security sector. During the videoconference Skaare underlined that *“Gender equality and the role of women in society is fundamental for every democratic society. To achieve success in security challenges: national, regional and global, we have to engage women and find gender approaches to conflicts.”* - <http://iwp.org.ua/ukr/public/759.html>.

April 25th - Jill Dougherty, a CNN Special correspondent at the US State Department

Ms. Dougherty emphasized that in order to achieve equality between men and women, the latter have to realize the importance of their role in society and not to be afraid to be successful. She paid attention to the importance of eradication of attributes of *“milkmaid mentality”* when a woman *“pretends to have power but in reality she is no one and will never have any influence.”* According to Dougherty, this mentality is definitive of the Soviet times when women were deprived of those rights attributed to men. Thus, she stressed the importance of the participation of women in political life. *“If women are really willing to engage in politics they have to cooperate. It is extremely hard to succeed without political parties or organizations,”* she said. - <http://glavcom.ua/news/125831.html>.

June 6th - Hanne Severinsen, a co-rapporteur of the Monitor Committee of the Parliamentary Assembly of the Council of Europe (1995-2007)

Hanne Severinsen declared that the key factor in achieving gender equality in society is an active position of both men and women, and not the introduction of gender quota systems on the legislative level. The politician emphasized that equality between men and women should be established through advocacy campaigns and strong positions by civil organizations. *“It is necessary to be more aware that both men and women have to take part in the decision-making process,”* she said. - <http://glavcom.ua/news/125831.html>.

June 26th - Nadia Diuk, a Vice-President of National Endowment for Democracy

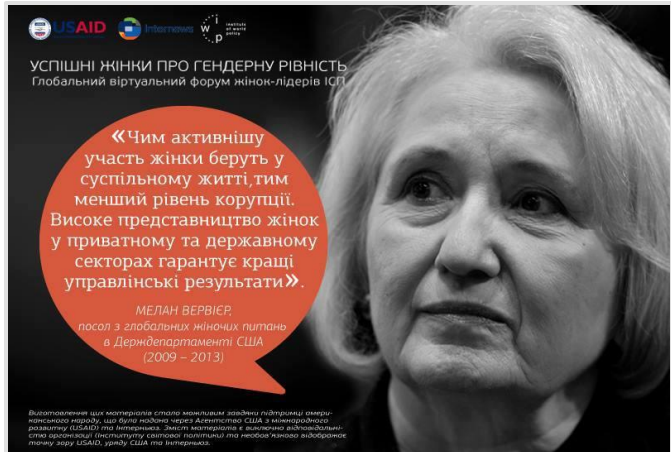
Gender equality, Ukraine democratization process and cooperation with the USA were discussed during this video conference, where Nadia Diuk underlined that democratization of the country wouldn't take place until women are recognized and involved in political and economic aspects of government. Diuk argued that *"Involving women in political life of the country will make the system more transparent and open"* - <http://glavcom.ua/news/136803.html>.

On May 23<sup>rd</sup> IWP organized the roundtable *"International success stories for promoting women leadership in Ukraine"* a discussion among Ukrainian women MPs, women ambassadors of Finland and Lithuania as well as representatives of international NGOs working in the gender field. The participants shared their countries' experiences in promoting women leadership. - <http://bit.ly/14SAKze>.

During the round table IWP presented infographics reflecting the statements that were made during the video conferences with women leaders and presenting statistics on gender issue situation in Ukraine - <http://on.fb.me/1dHr14w>.

Aiming to promote gender issues in Ukraine, IWP prepared a 10-minute video portraying the current situation of women in politics and comparing it with Europe - <http://bit.ly/18kGSjv>.

IWP also prepared a number of caricatures describing gender issues in Ukraine and posted them on social networks - <http://on.fb.me/15stmxf>.



Infographics by Institute of World Policy:  
Melanie Verveer "The more active women participate in the social life, there is less corruption. A bigger number of women in private and government sector guarantee better managerial results".

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## Modern Format (MF)

**Project Title:** New Media in Action

**Sub-grant Timeframe:** October 1, 2012 – March 31, 2013 **Grant Amount:** \$11,085.16

## Results

Zhytomyr Regional Youth Civic Organization "Modern Format" (MF) worked to increase the professional level of journalism in traditional media in Zhytomyr region and raise the skill levels among graduate students of journalism departments by developing training modules in new media.

- Twenty-five journalists of traditional media outlets in Zhytomyr oblast completed courses in new media technologies. Following the training, local journalists published more accurate and engaging stories and citizens had immediate access to local content - <http://bit.ly/YPglJB>, <http://bit.ly/YPgDjr>, <http://bit.ly/17DOSNb>, <http://bit.ly/13fYBFL>.



- Twenty-five journalism students gained new skills in new media content production. This helped them be competitive in a local labor market in the near future; 4 students are working in local media, 7 have internships, and 3 students created their own online magazine <http://www.li4nost.in.ua/>. (The newsroom of the online magazine consists of 12 people).

## Activities

From November 2012 to January 2013, Zhytomyr Regional Youth Civic Organization's "Modern Format" program conducted four two-day modules of training sessions for journalists and editors of traditional media in Zhytomyr oblast. The participants were from Zhytomyr, Berdychiv, Volodarsk-Volynskyy, Emilchyno, Ruzhyn, Lugyny, Popilnya, and Korosten. Most participants represented print media (16 persons), while representatives of internet media (3 persons), radio (4 persons) and television (1 person) also attended. Only ten of the participants had previously used new media tools. After the training, 22 participants created their own Facebook pages. Participants differed in terms of knowledge, skills and abilities in working with new media technology.

The following trainers participated in the training:

- Oksana Trokoz, journalist for TV Channels "Channel 5" and "STB" and information agency "Interfax";
- Azad Safarov, journalist for TV "Channel 5" and internet publication "Ukrainian Truth"; Roland Mikiani, special correspondent for news agency Georgia Online and expert of the site "Vladometr" (a U-Media partner);
- Vakhtang Kipiani, editor for the site "Historical Truth" and TV presenter on TVi,;
- Angelina Soldatenko, PR and Media Expert, and Executive Director of Youth NGO "Institute of Regional Media and Information";
- Olga Yurkova, Vice President of Content Media Corporation "RIA"; and
- Nicholas Maluha, Blogger, coordinator of the Data School of Journalism.

The training modules covered the following topics: trends in the development of new media; advantages of the use of new media instruments ; working with a target group; trends and principles of online journalism; differences in preparing content for traditional and new media: standards and recommendations (based on examples of today's internet media); how to make online news readable; adapting texts for various formats and platforms; creating multimedia content; online search; advanced search tools for Google; infographics basics; and data visualization "from scratch."

Between training modules, participants and trainers communicated via a closed Facebook group where they could share best practices, exchange advice or present achievements in developing their own new media and content production.

In February, a module on new media for students was launched. Eight one-day trainings were held through March 2013. Most of the 25 participants were students from the Zhytomyr State University, 3 persons were from the Zhytomyr Military Institute of the National Aviation

University, and there was one representative of Kyiv National University, and one student of Kyiv State Economical and Technological University of Transport. Some publications prepared by the students can be found at <http://bit.ly/11dpHw0>, <http://bit.ly/Yshzpq>, <http://bit.ly/10a7iVh>.

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## **Ternopil Press Club (TPC)**

**Project Title:** New Media School as a Tool for Society Democratization

**Sub-grant Timeframe:** February 1 - August 31, 2013 **Grant Amount:** \$13,940.00

### **Results**

The 6-month new media journalism school provided journalists of regional online outlets and journalism students with skills in multimedia content production, as well as use of new media sources in everyday work. The instructors employed a combination of theoretical and practical workshops. The TPC website served as a platform for the students' work; they published 69 stories online.

### **Activities**

#### **Objective 2. Increase the variety of news sources and improve news quality**

During the 6-month project, 61 participants attended 6 trainings provided by media experts; 60% were journalists of Ternopil's online and print media, 30% were students of journalistic departments, 8% were CSO representatives, and 2% spokesmen of state institutions. The trainings were:

- March 21<sup>st</sup> – “Standards and Ethics in On-line Journalism” by Vakhtang Kipiani, editor-in-chief of the online projects "Vladometr" and "Historical Truth”;
- May 18<sup>th</sup> – “Investigative Journalism” by Egor Sobolev, founder of the investigative agency “Svidomo”;
- May 30<sup>th</sup> – “New Media – New Opportunities” and August 9<sup>th</sup> “How to promote ideas on the Internet and build relationships with clients”, by Ludmila Gumenuyk, a lecturer of the journalism faculty of Kyiv Mohyla Academy;
- August 15<sup>th</sup> – “Digital gadgets for the reporter's needs” by Oleg Khomenok, U-Media's Media Advisor; and
- August 16<sup>th</sup> – “Journalism in the multimedia era” by Diana Dutsyk, Chief Editor of the “MediaSapiens” website.

Between these trainings, TPC organized 19 workshops for students. The local journalist and media trainer, Svitlana Mychko, led the group work, provided home tasks and feedback for the students. During the workshops, the group discussed how to choose story topics, how to gather information, and how to present material. Each student could ask for an advice from the coach during story preparation. Students prepared 69 stories and published them on a special page on the TPC website.

On June 19<sup>th</sup> TPC organized an online meeting among journalists in Lviv, Ternopil and Uzhgorod to discuss the challenges of online journalism in Ukraine and ways to deal with them. The participants mentioned the importance to balance the need for currency and the need for

accuracy when working online.

## "InterProfit" Ltd. (TVi channel)

**Project Title:** Tender News Investigative Program

**Sub-grant timeframe:** April 1, 2012 – December 31, 2012 **Grant Amount:** \$23,896.50

### Results

TVi launched the program *Tender NEWS* - a 12-15 minute weekly program, during which the host presented 3-4 questionable and outright corrupt instances of public money spending. The host asked for comments from responsible officials, and sent requests for information to appropriate state officials or agencies. Follow-up investigations were conducted in line with high professional standards and were subjected to a scrutinized analysis by the legal department before being broadcast.

By GFK survey company metrics, Tender NEWS program was one of the most successful projects in terms of ratings. In a short period of time, the *Tender NEWS* program became a recognizable brand with its own supporters. Results of GFK research indicate that there was a high level of public confidence in the facts broadcast on Tender News because they were based on documents and official information.

Additionally, the program held public officials accountable for their actions. Several times, information broadcast on Tender News resulted in official inspections of featured government agencies. For instance, after *Tender NEWS* reported that the state penitentiary service had overpaid at least 50% for the fish bought to feed the prisoners, the vendor selected through the procurement process lowered his prices for the goods even after the contract had been signed. Thus, USD \$625 million of the public's money was saved. Also, several times after journalists showed interest in questionable procurements, the procurement process was stopped altogether.

### Activities

In January 2013, the program changed its format, from 15 to 45 minutes in duration. Full stories, investigations, and live interviews with guests appeared in the show.

From October 2012 to March 2013, TVI produced and broadcast 16 programs that were aired and are available online on the web-site <http://tvi.ua/programs/tender-news-z-natalijeju-sedletskoju/>. U-Media funding ended in December but TVi continued to produce the show. The



*TVi investigation of unequal state budget expenditures during Parliamentary Elections, Tender News, October 22, 2012*

program had a fairly high citation level; several online resources published stories based on *Tender News* stories and relayed program segments via YouTube. In addition to the program's video plug-ins to various websites like *Ukrainskaya Pravda*, *Nashi Groshi*, *Gazeta.ua* and others, investigations that appeared in the program were also covered by other media and became the starting point for further investigations. Examples can be found at:

<http://www.epravda.com.ua/news/2013/02/13/361298/> <http://nashigroshi.org/2012/06/20/dusya-vhruzla-v-malynu-po-sami-pomidory/>.

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## **Zdolbuniv Analytical Center for Town Development "Zeon"**

**Project Title:** Citizen Journalism Development in Rivne oblast (neighboring communities)

**Sub-grant Timeframe:** February 1 – July 31, 2013 **Grant Amount:** \$6,905.04

### **Results**

Through intensive training on journalism standards and ethics, investigative methods and new media, the ZEON group established a network of 20 citizen journalists in two neighboring towns in Rivne region (Zdolbuniv and Ostroh) and a town in Ternopil region (Kremenets'). The NGO encouraged them to share local news, produce analytical reviews and conduct investigations on socially acute issues. As a result, the website <http://zdolbunivcity.net/> was updated daily with original local news and the number of visitors increased threefold (3.4 thousand in March versus 11.500 in July).

### **Activities**

On March 16-17<sup>th</sup> ZEON organized a 2-day training "Citizen journalism and social media" covering the issues of journalism ethics and standards; 20 participants from Zdolbuniv, Ostroh, Rivne, Kremenets' and other small towns attended the training. Among the participants were journalists of print and online media, civic activists and students.

Other trainings include:

April 13, Ostroh – a 1-day training "Inter-regional news creation" for 20 participants from neighboring cities;

May 25<sup>th</sup>, Rivne – a 1-day training "Investigative journalism as a means to fight unethical governance in Rivne region," in cooperation with Rivne investigative agency "4Vlada".

The project was summed up with a **roundtable** organized for 15 participants who received certificates; 6 of them received press identity cards as full journalists for the online portal and newspaper "Zdolbuniv City".

The website <http://zdolbunivcity.net/> was shaped into a platform for inter-regional news, analytical reports and investigations. Since the project launch the number of visitors increased due to local interest in local news and investigations prepared by citizen journalists who attended the project trainings. Citizens of Zdolbuniv and other nearby cities started contacting the citizen journalists with the topics to cover and as a result number of stories on acute local topics appeared online: "Forced donations for the church construction", "Why the roads aren't repaired", etc. The stories that were prepared by project participants were often quoted by local

and national media. As a result the problems that were raised in investigations were solved by local authorities.

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### **United Action Center UA (CUA)**

**Project Title:** Vladometr – An Internet Portal for Public Monitoring of Political Promises

**Sub-grant Timeframe:** August 1, 2012 – July 31, 2013 **Grant Amount:** \$56,967.00

### **Results**

During the reporting period CUA produced 6 Vladometr video blog posts analyzing MPs' commitments to keep promises they made during the 2012 Parliamentary Election campaign. With U-Media support, CUA continued to implement a communication strategy to increase the audience of the Vladometr project. On average the project's [Facebook page](#) is viewed by 1,850 people every week. The project [website](#) was visited 12,999 times and had 8,314 unique visitors during this reporting period.

Aiming to encourage mayors to hold public meetings with their constituents to discuss implementation of election promises and receive feedback, CUA organized video chats with mayors of Lviv, Sumy, Ivano-Frankivsk and Ternopil. During the chat with Lviv mayor Andriy Sadovyi, he was reminded about four promises he gave earlier but didn't fulfill. Within a month, two of them were fulfilled - <http://vladometr.org/post/63/>.

In April 2013 the Vladometr project was nominated for a "The Bobs - Best of Online Activism" award organized by Deutsche Welle radio-station. The nomination attracted the attention of a wider audience to the project.

### **Activities**

CUA produced six three-minute video blogs that were broadcast on TVi on their Sunday evening news program covering recent promises of politicians and political parties in a short and user-friendly format. They can be viewed at: <http://bit.ly/10tpcf3>, <http://bit.ly/12oQGGV>, <http://bit.ly/10lpSaj>, <http://bit.ly/10tphiY>, <http://bit.ly/W6LyTB>, <http://bit.ly/10tphiY>.

The CUA team organized five presentations for students in Kyiv, Lviv, Kharkiv and Lutsk, presenting the Vladometr project and discussing methods for searching and monitoring information concerning promises given by Ukrainian politicians (<http://bit.ly/13dIwP8>).

CUA organized a series of public discussions to engage journalists, CSO representatives and activists in a discussion of ways the public can influence actions of the authorities. The roundtables were held in Donetsk, Cherkassy, Kharkiv, Lviv, Chernihiv, Lutsk, Vinnitsya, Poltava, Dnipropetrovsk, Rivne, Uzhhorod, Chernivtsy and Chmelnytskyi.

CUA continued publishing analytical reports covering MP promises concerning youth, women's rights, and education. Vladometr authors also published a story covering the fulfillment of election programs by deputies elected in Kyiv - <http://bit.ly/18PgBfL>. The article "What one should promise to Ukrainians to become their President" was published on the well-known online portal "The Ukrainian Week". CUA continued cooperation with leading Ukrainian media (Ukrainskaya Pravda, Korrespondent, Livyi Bereg etc.) (<http://bit.ly/WZ8801>, <http://bit.ly/12tQ9SO>, <http://bit.ly/Uq9kMO>, <http://bit.ly/18PgBfL>).



CUA initiated two web-conferences; one was held in March with Viktor Anushkevichus, the mayor of Ivano-Frankivsk, on fulfillment of his pre-election promises - <http://bit.ly/15Hyxaz>. On June 12th CUA initiated an [online debate](#) between Ivano-Frankivsk journalists and MPs who were elected in that region in the Parliamentary Elections. Through online debates CUA hoped to minimize the distance between voters and politicians by enabling citizens from different regions of Ukraine to obtain information about elected MPs. The participants discussed the MPs pre-election promises, and their success (or lack thereof) in delivering on those promises.

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## **Volyn Press Club (VPC)**

**Project Title:** Gender Alphabet for Journalists

**Sub-grant Timeframe:** January 1 – December 31, 2013 **Grant Amount:** \$17,681.30

### **Results**

Through trainings, surveying and focus groups, the Volyn Press Club (VPC) provided a look into the presence of women in Volyn media, both in media coverage and as working journalists.

The result of this research is the Gender Media Map of Volyn region ([http://volynpressclub.org.ua/attachments/article/225/map\\_volyn.jpg](http://volynpressclub.org.ua/attachments/article/225/map_volyn.jpg)) that presents their analysis of 39 local media (28 print media, 6

online media, and 5 radio and television stations). The map demonstrates the imbalance between women and men working in Volyn media; women are the majority of reporters (62% in print, 68% in broadcasting, and 76% in Internet media). At the same time, the presence of female editors and media managers in internet media was quite high (67%), in TV (64%), and at small rayon newspapers (59%); the only male dominated media were oblast newspapers, where 89% of editors were male. In focus groups, male reporters indicated “low salaries” and “too much routine” as main reasons why journalism is not attractive for them.

VPC training for journalists resulted in an increase in the quantity of publications that used the word “gender” and/or discussed gender issues in society

(<http://www.simya.com.ua/articles/14/48261/>). In addition, the popular Volyn newspaper *Volyn Nova* excluded the word “gender” from name of its column “Gender Joke,” and greatly reduced the amount of sexist content as a result of the VPC training.

“Earlier, I faced gender discrimination during employment interviews; but I did not pay attention and ignored that fact. After VPC training I understood that I should fight for my right.”

- Oksana Vraschuk, journalist,  
Portal *Volynska Pravda*

“VPC training on gender issues was a revelation for me: I realized how “hardcore” myths about roles of women and men in society slows the pace of development of personality and the state.”

-Tetiana Zubrvk.



## Activities

In February 2013, VPC held a first wave of content analysis of 8 print media, 5 internet media and 2 TV channels in order to determine the number and quality of gender topics represented. For print media, women were mentioned five times less often than men as the focus of stories. In internet media, it was found that internet journalists pay six times more attention to the public lives of men than to women, and male images were displayed four times more than female images in internet media. TV stories analysis showed ten times more stories covered men than women.

VPC held a second wave of content analysis in May-June. Despite the growth in the quantity of gender-sensitive reporting, overall Volyn media content still demonstrates a prevalence of gender stereotypes such as “intellect is men’s distinguishing feature”, “a woman cannot be an independent personality”, “women achieve self-realization through their husband’s status”, “child-rearing is a woman’s concern”, and “women are the fair sex”. The study showed the imbalance in displaying men and women in the press; men appear four times more in printed stories and three times more in online and TV stories. However, the quantity of journalists writing in print media in Volyn region is the opposite – 67% of the reports VPC analysed were written by female journalists and 33% by males.

VPC conducted four trainings for 20 journalists, titled “Gender alphabet: the psychology of personality and the realization in society”, “Gender alphabet: Gender and the Family”, “Gender glasses” and “Gender World Map: problems and achievements.” The trainers were psychologists who dealt with gender policies, gender stereotypes in family roles, and gender portrayal in reporting on social issues.

VPC held three media-café’s to bring journalists into deeper discussion of gender related issues such as human trafficking, sexism in advertisements, and differences in women and men’s views on budgeting family, local and national finances. The cafés generated a great interest from journalists in human trafficking and gender related issues; Volyn state television devoted a programs to gender issues in family and state budgeting after its news department covered the media-café’s <http://www.youtube.com/watch?v=J1vbaOf56Ao&feature=youtu.be>. Gender NGOs from Chernigiv, Poltava, Kherson and Kyiv expressed their interest to hold similar media-café’s to involve more journalists in discussion of gender-related issues.

In August 2013, VPC announced a journalism contest “Equal rights for women and men in society,” and called for the best journalism on women’s rights. The winners were announced on September 30. The jury evaluated 22 journalist reports in three categories – best radio report, best print report and best citizen journalist report. First prizes were awarded to three journalists and one public activist: radio journalist of Volyn state TRC Natalka Morozyuk; two freelance journalists Tetiana Zubryk and Olha Maksymyak shared the first prize for print stories; and public activist Julia Smal was awarded for her publication called “Discrimination”, <http://bit.ly/1btYAD9>.

VPC sees the active participation of female journalists in the training and the reluctance of male reporters to participate as a barrier to be overcome in future gender-related initiatives.

## **Odessa Press Club (OPC)**

**Project Title:** Development of “Blogcast” Podcast Magazine

**Sub-grant Timeframe:** November 1, 2012 – April 30, 2013 **Grant Amount:** \$4,482

### **Results**

With U-Media support, the Odessa Press Club expanded production of its "Blogcast" podcast-magazine. It featured contributions from 17 well-known Ukrainian and foreign bloggers, journalists and new media experts, including Maxim Savanevsky, owner of [Watcher](#) website, Pavel Urusov, owner of [Gagadget.com](#) website, and well-known Russian blogger Anton Nosik, former editor-in-chief of the online news publications Vesti.ru, Lenta.ru, Gazeta.ru and NEWSru.com. More than 700 people listened to the podcasts created during this reporting period.

### **Activities**

During the project period Odessa Press Club produced 24 podcasts on various topics. Every podcast was produced by a team consisting of a sound engineer, journalist and filmmaker. OPC created accounts in [VKontakte](#), [Twitter](#) and [Facebook](#) social networks to expand the podcast audience.

Examples of the podcasts include:

- Internet censorship with featured guest, Anton Nosik - <http://bit.ly/1fVEHYn>.
- The new design of Facebook, featuring Maxim Savanevsky, media expert and owner of [Watcher](#) website - <http://bit.ly/Yi25E1>.
- Crowdmapping in Crimea, featuring U-Media Crimea Advisor Lenur Yunusov and owner of the UkrYama crowdmapping website Pavel Belousov - <http://bit.ly/YGA0Hf>.

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## **Rivne Investigative Reporting Agency (RAIR)**

**Project Title:** Investigative Reporting and Development of Investigative Portal “Chetverta Vlada”

**Sub-grant Timeframe:** May 1, 2011 – April 30, 2013 **Grant Amount:** \$38,497.00

### **Results**

During this reporting period, RAIR produced investigative reports on issues important to the people of Rivne and Volyn regions, and published them on its webportal, “The Fourth Estate” ([4vlada.com](#)). “The Fourth Estate” was the first and only web portal to conduct a detailed analysis of the incomes and property of all 2012 Parliamentary candidates in the Rivnenska and Volynska regions and to publish detailed resumes of all candidates. It was the first and only media in Rivnenska and Volynska regions that published the results of investigations into media ownership and the ethical standards of the media.

### **Activities**

RAIR produced 78 IR stories and analytical publications as well as 37 detailed profiles on parliamentary candidates; the internet audience was 350,000 (the total amount of visitors of online web-portal 4vlada.com during the reporting period, according to Google analytics).

Published stories had a positive impact on local communities and managed to draw authorities' attention to highlighted problems:

- After RAIR published a story on corrupt practices in the Passport Offices (The State Migration Service), the Prosecutor's Office of Rivne region conducted an investigation, and forced the state enterprise "Document" to return illegally obtained funds. (The Passport Office was forcing people to make unnecessary payments.) Due to this enforcement, a sum of more than USD \$250,000 was returned to the state budget.
- Previously concealed information on the Results of deputies' individual voting records and the violation of voting practices in the Regional Council were released by RAIR; the Regulatory Commission and Prosecutor General's Office both took part in the investigation of the alleged violations.
- The refusal by the municipal authorities to provide information to RAIR on the purchase of a videoconferencing system at the price of USD \$37,500 was found illegal by the court. The Prosecutor's Office and State Financial Inspection investigated this purchase.
- Organisers of an auction for children with cancer were forced to return approximately 75% of the proceeds (around \$3,000) after RAIR's investigated publicized its findings that the organizers concealed funds collected during the charity auction.

#### *Development and promotion web-portal 4vlada.com*

- The average number of monthly visitors to the web-portal "The Fourth Estate" during the length of the project increased by 1,266% (from 15,000 during 30 days in April 2012 to 205,000 in 30 days in June 2013). This figure exceeds the expected growth by 1133%. The portal also managed to earn USD \$2,000 from advertising.

#### *Media support for the authorities' response to violations revealed by IR*

Positive Results were achieved in 5 out of 7 requests submitted by 4vlada.com to the Prosecutor's Office about violations discovered during investigations:

- Various courts heard 6 complaints filed by RAIR about oblast and city administrations' illegal refusals to grant access to public information. In a case about budget expenditures to subsidize municipal media and a case about the purchase of a video conference service for broadcasting Oblast Council meetings, the court ruled that information requested by RAIR is public information and should be provided to RAIR reporters. Other cases are still being heard.
- RAIR resubmitted three requests for information that had been previously denied by the Central Election Commission and Rivne City Hall; these were accompanied by additional legal explanations. All three requests were granted.

**Name of Organization:** NGO “Nashi Groshi” (NG)

**Project title:** “Nashi Groshi” (Our money) website publishing cases of corruption in state procurement

**Sub-grant Timeframe:** August 1, 2012 – July 31, 2013 **Grant Amount:** \$24,000.00

## **Results**

Nashi Groshi continued updating its local news feed providing local media with 8-10 news on public procurement per day and 2-3 analytical reports per week publishing them on the website that was visited by 720,000 users during reported period.

Regional media published around 40 investigations based on information obtained from Nashi Groshi website. During this period the number of website visitors increased from 26,000 to 75 000, Facebook followers increased from 2,300 to 4134, and due to local news feed launch number of citation grew up. About 1500 media resources used and cited data obtained from the “Nashi groshi” site.

Due to the information published by “Nashi groshi” 16 tenders were cancelled. The total amount of money returned to the budget raised up to 377 million UAH.

## **Activities**

Nashi Groshy successfully continued updating a local public procurement news feed that provides 8-10 new Investigative Reporting (IR) pieces per day and 2-3 analytical reports per week.

During this reporting period more than 40 IR stories were researched and published after information obtained on NG website by local media in Rivne <http://4vlada.com/>, Dnepropetrovsk <http://www.litsa.com.ua/>, Chernivtsi <http://www.chas.cv.ua/>, Kharkiv <http://glavnoe.ua/>, Odessa <http://dumskaya.net/> and others.

Around 20 texts/comments on public procurement were published by NG team in such media as “Dzerkalo tyzhnya”, “Forbes.Ukraine”, “TVi”, radio “Svoboda”, “BBC” and “Ekonomychna Pravda”.

Nearly 60 consultations on public procurement were provided to the reporters of the other media from Rivne, Kharkiv, Lviv, Simferopil, as well as three lectures for local journalists and public activists were given in Kiev and Lviv.

In cooperation with the NGO "Lviv group" was launched "Nashi Groshi. Lviv" and “Nashi Groshi Zaporizhzhya” - monitoring of expenditures of local budgets.

Nashi Groshi staff did number of lectures for Journalism students of Kyiv Mohyla Academy and Ukrainian Catholic University as well as for participants of Journalism schools of Internews Ukraine and Counter Corruption Center.

**Name of Organization:** Media-Project LTD, newspaper “Pravda”

**Project title:** Investigations in state procurement system

**Sub-grant Timeframe:** March 1, 2013 – February 28, 2014 **Grant Amount:** \$12,395.00

## **Results**

Investigative reports of *Pravda* newspaper initiated great interest in the journalists’ work: the newspaper received 18 requests from residents of Zaporizhzhya to investigate government abuse in distributing tenders and land allocations. *Pravda* published seven investigative reports based on readers’ suggestions, each of which brought positive results. For example, journalists published facts that were not considered by the court in the case three men who were accused of setting off an explosion at a church. Following the publication, the Appeals Court decided to further investigate the case.

Another investigation concerned deprivation of 30 hectares of grazing land from farmers in Michailivsky district of Zaporizhzhya region. Reporters discovered that the district administration had illegally transferred ownership of the land to a local private company. Investigation resulted in the dismissal of the Head of Michailivsky District. The Deputy Head of the Zaporizhzhya Oblast Administration promised to resolve the conflict and return the land to the farmers.

*Pravda* investigated the illegal construction of the suburban development "MOSTOOTRIAD-7," which consists of mansions owned by local officials and high-ranking police officers on land plots that belong to other residents.<sup>32</sup> The investigation resulted in an official investigation by the General Prosecutor’s office.

## **Activities**

*Pravda* produced the video presentation of its new investigative project that was supported by U-Media. The presentation explained goal and objectives of the project and proposed readers to follow its publication online and in print version. Presentation gathered 577 views on web-site and 211 on YouTube: <http://pravda.in.ua/news-zaporozhye/prezentatsiya-novogo-proekta-ezhenedelnika-pravda>, [http://www.youtube.com/watch?v=hWTtIGalYgE&feature=player\\_embedded](http://www.youtube.com/watch?v=hWTtIGalYgE&feature=player_embedded).

*Pravda* conducted and published online seven investigative reports. Additional distribution was through its page in FB. In follow up to investigations, the *Pravda* recorded video interviews with people that related to reported infringements. Short overview for the investigative reports:

- “Emptiness as a commodity: millions from Zaporizhzhya budget were spent on fantasies of power” (#13 from 28.03.2013, p. 10, 27)<sup>33</sup> concerned of city budget expenditures for uncompleted construction projects. The investigation was followed up with interviews of local authorities having 758 views; particular video interview with Deputy Mayor of Zaporizhzhya

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<sup>32</sup> <http://pravda.in.ua/publications/zaporozhskie-chinovniki-otnimaiut-u-liudey-zemliu-dlya-krutih-osobnyakov>;  
<http://pravda.in.ua/publications/zaporozhskuiu-zemliu-razdaiut-zhitelyam-luganskoy-oblasti>;

<sup>33</sup> <http://pravda.in.ua/publications/millioni-griven-iz-biudzheta-zaporozhzhya-uhodyat-na-proektnie-raboti-fantazii-vlasti>

(<http://pravda.in.ua/publications/vo-chto-veryat-deputati-golosuya-za-videlenie-sredstv-na-proekti-fantazii-video>) had 343 views.

- “Mystery of the investigation: how the “sacristans’ case” was built” (#14 from 04.04.2013, p. 4, 10, 27)<sup>34</sup> concerned fraudulent court prosecution of three men accused in burning church named in press “sacristans’ case.” Published after conviction, the investigation submitted new facts that have not been considered during first instance court; that resulted with the Court of Appeal decision to return the case for further investigation. Pravda recorded six video interviews with prosecutors and advocates in two weeks after the court verdict<sup>35</sup>. The viewership: publication – 622; video - 696; about 500 YouTube views.
- “Brother to brother: somebody takes away the land from communities and farmers” (#22 from 06.06.2013, p. 4-5)<sup>36</sup> concerned deprivation of 30 hectares of grazing land from farmers in Michailivsky district, Zaporizhzhya region. Investigation discovered that district administration illegally transferred the land ownership to a private firm. As a result of investigation, the Head of Michailivsky District was dismissed; Deputy Head of Zaporizhzhya Oblast Administration started official investigation and promised to return the land to legal owners. Video interview with former Head of Land Department in Zaporizhia Oblast<sup>37</sup>. The Zaporizhzhya Governor refused commenting the publication. Viewership: publication – 363; video – 399; YouTube – 170.
- “Gentlemen prefer: Zaporizhzhya officials take away the land from people to build palaces» (#22 from 06.06.2013, p. 10, 27)<sup>38</sup> concerned illegal land capture for construction elite suburb village "MOSTOOTRIAD-7" where palaces of local officials and police officers located. After publication, the General Prosecutor office started official investigation of reported facts. Zaporizhzhya Governor refused commenting the investigative report; the Pravda recorded the discussions on that issue during work meeting of Zaporizhzhya Regional State Administration. Viewership: publication – 597; video – 397; YouTube – 146.
- “Sweet meters: Apartments of Zaporizhzhya citizen was handed by officials and police officers” (#29 from 07.26.2013, p. 4-5)<sup>39</sup> concerned fraudulent distribution of state provided apartments to police top-managers instead of socially vulnerable citizens that are in waiting list. Started after publication, the Prosecutor Office inspection confirmed the facts, however stated that distribution was made in accordance to the Ukrainian legislation. Officials declined commenting the publication. Web viewership of - 798.

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<sup>34</sup> <http://pravda.in.ua/publications/tayna-sledstviya-na-chem-postroeno-delo-ponomarey>

<sup>35</sup> <http://pravda.in.ua/publications/dva-mneniya-na-odin-prigovor-kommentarii-prokurora-i-advokata-posle-prigovora-po-delu-ponomarey-video>

<sup>36</sup> <http://pravda.in.ua/publications/v-zaporozhskoy-oblasti-u-obschiny-i-fermerov-tihoy-sapoy-otbiraiut-zemliu>

<sup>37</sup> <http://pravda.in.ua/publications/brat-na-brata-postskriptum>

<sup>38</sup> <http://pravda.in.ua/publications/zaporozhskie-chinovniki-otnimaiut-u-liudey-zemliu-dlya-krutih-osobnyakov>

<sup>39</sup> <http://pravda.in.ua/publications/kvartiri-zaporozhtsev-razdaiut-chinovnikam-i-silovikam>



- “Construction on bones” (#33 from 08.22.2013, p. 10, 27)<sup>40</sup> covered unprecedented constructions of cottages on Dnieper River bank in Zavodsky district where pre-war cemeteries were located. Zaporizhzhya City Council distributed that piece of land by its decision in 2008. Despite protests of residents and the prosecutors’ decision to return the land to local community, the construction works continue. Video interview with prosecutor Interregional Ecological Prosecutor - <http://www.youtube.com/watch?v=ASQ4ByJRaJM>. Viewership: web – 356; YouTube – 50.
- First part of investigative report “To whom and for what? Citizens of Tokmak rise buildings pay the hundreds of UAH monthly” (#36 from 12.09.2013, p. 6-7) covered fraud in pricing of housing and communal services of Tokmak town, Zaporizhzhya region. Reporters found out two LTD companies registered with similar titles which sent bills for utilities to citizens. However, only one of them was identified as a service provider by local authorities; second company just has been stolen from people. Two parts of investigation will be published in online.

The project involved four journalism students from the list of participants in a school of investigative journalism held in Zaporizhzhya in 2012.

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### **Citizen Bureau “Svidomo”**

**Project title:** Journalist investigations by Citizen Bureau “Svidomo”

**Sub-grant Timeframe:** January 1 – December 31, 2013 **Grant Amount:** \$125,074.00

### **Results**

Svidomo focuses on investigating education and public health in Ukraine as well as covering local news in Kyiv. Several *Svidomo* publications made a positive public impact this period:

- The Ministry of Education reversed its decision to change the curricula on world literature classes for secondary school students. A group of teachers protested against changes proposed by the Ministry of Education, considering them improper for the children’s age and ability to master philosophical books and the ancient authors listed in the new curricula. Svidomo became the first media outlet to support the teachers.
- Svidomo alerted the public about a fraudulent cancer treatment called "Ukrajin." This cancer medicine was invented by a Ukrainian who moved from Lviv to Vienna in 1974, where he established the Ukrainian Institute for the Fight against Cancer. This drug was officially allowed only in Georgia, Mexico, and Ukraine; it is not registered for use in Europe or North America. Svidomo provided several cases of Ukrainian cancer sufferers who took this treatment but died. Ukraine canceled registration of this medicine and permission for selling it one year ago, but it was still being sold. In response to Svidomo reports, the police blocked sale of the medication. The product was subsequently pulled from store shelves.

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<sup>40</sup> <http://pravda.in.ua/publications/zaporozhskaya-stroyka-na-kostyah>

- Svidomo investigated a scheme of the Ministry of Education that illegally extorted funds from young scientists for publication of their scientific works and preparation of their thesis defense. After Svidomo published an investigative report, the Ministry ended the scheme.

## Activities

### *Investigative reporting*

During this reporting period, Svidomo worked on a number of investigations that were published by regional newspapers and on its website: 17 investigative reports focusing on nationwide issues were published by 23 local partnering newspapers all over Ukraine with a total audience of 250,000 readers.

Nine IR stories focusing on local Kyiv topics were published on the web-portal Svidomo.org and were viewed 4,343 times.

Web portal Svidomo.org increased its audience from 83,000 unique visitors in September 2012 to 124,236 in September 2013, through increased exposure in newspapers and news sites that use their pieces. Total page views grew from 151,000 in September 2012 to 203,652 in September 2013.

## **ELECTION PARTNER SUB-GRANTS**

### **Suspilnist Foundation (SF)**

**Project Title:** Campus 3.0

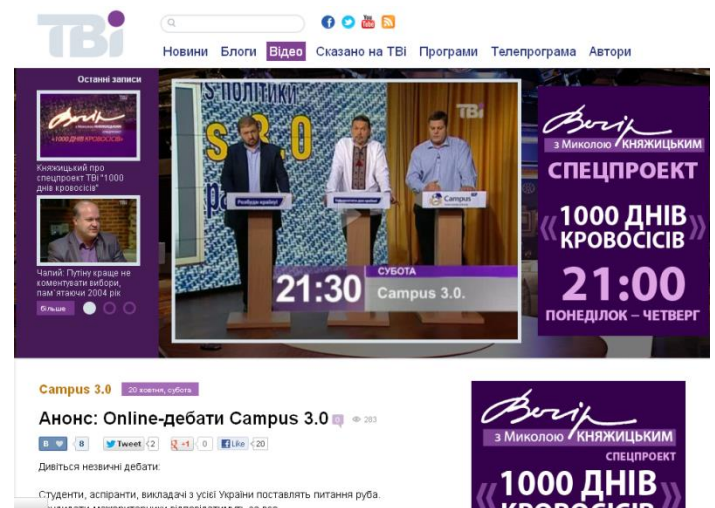
**Sub-grant Timeframe:** May 1, 2012-October 31, 2012 **Grant Amount:** \$22,510.00

### **Results**

The Suspilnist Foundation created a convergent media platform Campus 3.0 that broadcast 13 online debates through BetaTV, TVi channel, Korrespondent.net, YouTube channel ([http://www.youtube.com/watch?v=YYrJi\\_mjhmc](http://www.youtube.com/watch?v=YYrJi_mjhmc)) and social networks Facebook (<http://www.facebook.com/Campus30>), and Vkontakte (<http://vk.com/campus30>).

Campus 3.0 provided uncensored, unbiased live online reporting on the electoral programs of political parties and single mandate candidates on key political, economic and social issues. Invitees – political leaders – answered difficult questions sent by 100,000 students online.

The project has grown in popularity; first debates gathered about 300 online participants from different regions (and about 40 viewers); last debates in September had 1,000 log-in participants and 70,000 viewers.



The project involved 28 leading universities through the network of 25 regional coordinators who recruited and helped youth to get connected to Campus 3.0. The Project team consisted of young opinion leaders from the student environment, Internet communities, graduates and teachers of Ukrainian higher education institutions.

National and regional media covered this unique initiative; opinion leaders Ukrayinska Pravda, Korrespondent.net, Radio “Svoboda,” “Tyzhden.ua,” LB.ua, TVi, Telekrytyka, Gravcom placed numerous ads, stories and video on their sites to promote viewership of the Campus 3.0 debates. Media coverage ensured the participation of leaders from the top 5 political parties. After the first online “hard-talk,” TVi channel proposed broadcasting the debates on its website. In addition to live debate broadcasting, during the project period, Suspilnist Foundation produced six PSAs for promotion of debates and youth mobilization. Social PSAs broadcast on TVi channel reached an audience of just under 300,000 each time.

### Activities

Suspilnist prepared and held 13 online debate meetings with representatives of political parties and single mandate candidates for the 2012 parliamentary elections. Video records are available at <http://bit.ly/QRVFYA>.

During the debates, twelve video business cards (<http://bit.ly/ReTTTo1>) provided a short overview of the candidates’ platforms and experience, and 6 mini-PSAs “VOX POPULI” (<http://bit.ly/QDA1JO>) provided insights into the public’s views and wishes about the election.

Questions and answers with ordinary people in the streets were included in the PSAs.

Suspilnist produced 13 video of the Campus 3.0 debates: UNIVERSITIES VS POLITITIANS in TV quality that enabled 8 partnering media like TVi, Channel 5, Ukrayinska Pravda, Korrespondent.net, Radio “Svoboda,” “Tyzhden.ua,” LB.ua, TVi, Telekrytyka, Gravcom to rebroadcast the debates on air. The videos were also posted on YouTube: Oleh Tyahnybokh - <http://bit.ly/RiiwyA>, Volodymyr Ohryzko - <http://bit.ly/OZ2hYU>, Denys Moskal - <http://bit.ly/TQ8H9L>; Mykola Tomenko - <http://bit.ly/RuP0VQ>, Vitaliy Klychko - <http://bit.ly/QRK8Zd>, Serhiy Tihipko - <http://bit.ly/POj9TA>.

An Agenda (a manifesto “Universities for new quality policy”) for the new Parliament was formed and submitted through a Public Council to the Parliamentary Committee for Freedom of Speech and Information after the election. The manifesto included a list of necessary reforms/steps the new Parliament should make including judicial reform, signing an Association Agreement with the EU, e-governance development, de-monopolizing transportation system, etc.

After Campus 3.0 successfully completed its election debates, regional coordinators established the Debate Campus Clubs in Kharkiv (East of Ukraine) and Lviv (West of Ukraine). Ostroh Academy (Rivne region, North-West of Ukraine) started its Analytical Club involving students into discussion of the most challenging issues in a society.

The project developed a new debate topic “Political culture of candidates” in the follow-up to the online debates **Campus 3.0: UNIVERSITIES VS POLITITIANS**. Due to the success of the Campus 3.0 project, regional coordinators made up Debate Campus Clubs in Kharkiv (eastern Ukraine) and Lviv (western Ukraine). Clubs continued cooperation with Suspilnist after the

online debates project came to an end.

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## **Regional Press Development Institute (RPDI)**

**Project Title:** Elections 2012: Effective Media - Well-Informed Society

**Sub-grant Timeframe:** May 1, 2012 – November 30, 2012 **Grant Amount:** \$25,000.00

### **Results**

On the eve of Parliamentary elections RPDI conducted 2 workshops and 7 webinars for local and national media representatives. RPDI also provided legal consultancies to the media.

48 participants of two workshops on Editorial Standards and Legal Aspects of Elections Coverage improved their skills in preparing objective and full stories on the elections process in 2012 and their dissemination, as well as their knowledge in media law aspects on covering parliamentary elections in 2012. The participants graded the workshop and average grade of 9.72 out of a possible 10.

Participating journalists planned to use the legal knowledge in covering elections, i.e. rights and restrictions for journalists, legal difference between political advertising and agitation, self-prevention of criminal responsibility, to comply with standards of balanced, unbiased and truthful information, to use legal aids for influence on candidates and officials, to plan programs, forms and methods of covering elections, create databases of candidates and compare their programs, and to use interactive online tools to increase visual presentation at websites. The workshops combined legal aspects and elections coverage methodology and tools.

More than 658 journalists used (downloaded) and 2211 have familiarized themselves with the online manual “Work of Mass Media during the Elections 2012” that was posted on the RPDI website in August 2012.

Journalists and media, including media of non-profit organizations (Telekrytyka, OPORA), benefited from legal aid in 82 cases: clarification of the media legal framework during the elections (14 written consultations); placing the materials on elections topics (13 written consultations); legal details of preparing the materials on pre-elections topics (38 written consultations); preparation of template agreements (2 written consultations); and legal analysis of journalistic articles.

Ten RPDI consultations on the placement of pre-election media footage and articles gave media the opportunity to publish these materials without the risk of journalists being blamed by political forces for bias, imbalance and not checking the facts. Published materials supported by legal advice or references to the law provide journalists with the confidence that the newsroom would not be pressured to publish refutations or would not be sued for incorrect information by the subjects of the elections.

More than 1,400 recipients of the mailing list-database received 7 online consultations, which were also posted on the Facebook page and RPDI website. The number of reviews of each consultation ranges from 70 to 869 times. Media’s template agreement for providing print space for party’s or candidate’s campaign materials was reviewed 1,648 times and downloaded 618 times.

RPDI ran a two-hour training on legal aspects of elections coverage in 2012 for 25 journalists and editors of the newspaper “Gazeta Po-Ukrainsky”. In cooperation with the Committee of Voters of Ukraine, RPDI media lawyers developed a *Memorandum on Standards of Election Coverage* and invited journalists to join it (CVU project supported by U-Media).

Webinar recordings are available at the RPDI website: <http://irrp.org.ua/tutorials/vebinars/2464-zapis-vebnaru-obmezheniya-dlya-zhurnalstv-ta-zm-pd-chas-viborchoyi-kampanyi.html>

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## **Ternopil Press Club (TPC)**

**Project Title:** Press Center Elections 2012

**Sub-grant Timeframe:** May 1, 2012- November 30, 2012 **Grant Amount:** \$16,592.00

### **Results**

Ternopil Press Club (TPC) launched a multifunction informative Press Center Elections-2012 in Ternopil region. The Center served as a platform for public discussions of the electoral process by political experts, representatives of political parties, NGOs, sociologists and journalists. The updated TPC website displayed all recent news, experts’ opinions, information about violations and candidates’ platforms, monitoring Results, and answers to legal questions. All Activities became possible due to the information exchange with active political parties represented in the region - “UDAR”, “Svoboda”, “Nasha Ukraina”, “Bat’kivshchyna”, “Ukrains’ka Narodna Partia”, “Partia Regioniv”, “Front Zmin”, “Gromadians’ka posyia”, “Ukraina – vpered”, “Za Ukrainu!”, as well as with single mandate candidates of the region. The Press Center made a coalition with local representatives of national observing organizations – the Committee of Voters of Ukraine and civic network “Opora”.

Monitoring conducted by the Ternopil Press Club observed a reduction of *jeansa* in local print publications: publications after events showed balanced neutral reporting about the process of electoral races on Ternopil region. Due to TPC publications on political *jeansa* dominance, Ternopil print media started marking over 90% of political reports; certain progress was noticed on state television –25% less information about local governors’ and the President’s Activities. Private channels stopped providing political *jeansa*; the channels introduced the specific news section with political advertisement of candidates and parties - that allowed viewers to better distinguish paid materials from actual journalism.

Journalists used the professional legal advice on electoral legislation and media rights and obligations during elections provided by lawyers of the Ternopil Committee of Voters - Pavlo Levkiv and Volodymyr Kurylo; later a special section on the TPC website displayed a Q&A section to speed up finding proper advice. In total, lawyers answered 59 written legal requests and 33 oral legal requests.

To assist journalists in more professional coverage of electoral processes, the Ternopil Press Club invited a lawyer of the Regional Press Development Institute, Alexander Burmagin, and lawyer of Ternopil region’s organization of Committee of Voters of Ukraine, Pavlo Levkiv, to hold a two-day training on elections and media for 50 journalists and 12 observers from local CSOs.

## Activities

The website of Ternopil Press Club was updated to provide valuable information on electoral processes for journalists – the sections titled News, Ask a Lawyer, Elections Calendar 2012, and Announcements were added; connections to social networks and a feedback form were organized to enable effective information flow to journalists and the wider public. TPC collected, processed and posted on the website over 500 original reports and news about political parties and candidates.

TPC held seven press conferences to update journalists and the public with the actual information that might impact voting in the region:

- May 03 - «Elections 2012: new electoral districts in Ternopil region»: 18 journalists, 1 representative of CVU, political expert, 6 politicians; 22 publications.
- May 28 - «Overview of preparation to upcoming elections 2012 in Ternopil region»: 12 journalists, 1 Member of the Parliament from Ternopil region; 16 publications.
- July 30 - «Launch of Elections 2012: realities and prospects»: 19 journalists, 3 NGO representatives, 8 politicians; 27 publications.
- August 27 – «Who is to be elected by Ternopil: candidates’ platforms analysis»: 17 journalists, 3 NGOs; 18 publications.
- September 10 – «Course of Elections 2012: expert look”: 15 journalists, 2 political experts; 21 publications.
- September 24 – «Electoral preferences of Ternopil population”: 15 journalists, 1 sociologist; 14 publications.
- September 28 – «A Month of Electoral Race: Administrative Resource and Other Violations»: 16 journalists, 4 NGOs; 20 publications.

Ternopil Press Club produced and distributed 17 weekly digests covering political news in the region to 80 recipients.

Sub-contracted lawyers from Ternopil Committee of Voters provided 92 legal advices to journalists and NGOs. The majority of questions concerned rules of placement of political advertisement, building local electoral commissions, formation of electoral funds for single-mandate candidates or party, and correct coverage of candidates’ platforms in media.

Over the period of June-September, the TPC held a monitoring of local media to see how much six local print media «Vil’ne Zhyttia», «Nomer Odyn», «Misto», «Nova Ternopils’ka Gazeta», «RIA+», communal newspaper «Svoboda»; three TV channels TV-4, INTB and state TTB; and five Internet media “Pogliad”, “Pro Vse”, “Realno”, “Za Zbruchem”, and “Ternopilskyi Tuzhden” reported on candidates and elections in general. Experts reported about political *jeansa* from six candidates supported by Party of Regions and seven that represent other political forces. Among TV, the state owned channel TTB mostly represented the interests of the ruling Party of Regions; TV-4 was more focused on positive coverage of candidates of Ukrainian Political Party and the INTB was fully engaged in promotion of candidates from Party “Front Zmin”. However, TV-4 and INTB looked more balanced than the state channel.



The majority of *jeansa* (about 90%) in July was placed for the sake of single mandate candidates: the same reports were placed in different publications and signed by different authors; the remaining 10% was posted by political parties. In contrast, the Internet looked more pluralistic and unbiased in June. State TV and radio traditionally promoted candidates from the Party of Regions – over 70% of reports covered successes of local authorities from the party.

Due to TPC publications on political *jeansa* dominance, Ternopil print media marked over 90% of political party placed reports; the majority of those promoted single mandates candidates. Certain progress was noticed on Ternopil state television –25% less information about local governors’ and the President’s Activities; private channels did not provide political *jeansa* at all: the channels introduced the specific news section to provide information about candidates and parties. That helped viewers better distinguish paid materials from the usual journalism reporting.

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## **Odessa Committee of Voters of Ukraine (OCVU)**

**Project Title:** Elections Pulse in Odessa Region

**Sub-grant Timeframe:** July 15, 2012 – November 15, 2012 **Award amount:** \$13,342.00

### **Results**

OCVU in cooperation with the TV channel “UTV” produced 9 30-minute programs “Election Pulse-2012” (<http://www.youtube.com/watch?v=pxZpLqscQ3k&feature=relmfu>). The program covered the elections campaign in the region including parties and candidates’ platforms. Leading journalists and experts were guests at the studio. Interactive voting and calls to the studio were also a part of the TV programs. Thus citizens received true information about candidates’ platforms and had a chance to make a better informed choice.

On October 28-30, 2012, a hotline was organized for journalists to receive legal assistance on election day and just after the elections. During Election Day 30 requests were received from journalists of Odessa region on their professional rights.

### **Activities**

Nine 30-minute TV programs “Election Pulse-2012” were prepared and broadcast. Each program was aired 3 times on the “UTV” channel (<http://bit.ly/ZmKJpa>).

The program covered the election process in the region and was also an independent platform where representatives of political parties, candidates, experts and journalists were able to provide their assessment of the electoral process and present its position/program.

OCVU analysts prepared daily updates and comments on acute issues related to the election process in Odessa region. During 1.5 months, 122 news and 9 analysis stories were published on [www.izbirkom.od.ua](http://www.izbirkom.od.ua).

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## **Democratic Initiatives Foundation (DIF)**

**Project Title:** Providing media with sociological content during 2012 Parliamentary Elections

**Sub-grant Timeframe:** October 01 2012 – December 18, 2012 **Grant Amount:** \$24,351.67

## Results

A survey of 66 journalists “Electoral campaign 2012: what journalists expect from sociologists?” conducted by the Democratic Initiatives Foundation (DIF) demonstrated journalists’ need for interaction with sociologists and reliable sociological data about electoral campaigns; 98% of journalists consider sociological surveys to be a significant part of their journalistic activity. Those journalists surveyed by DIF reported that they saw a need to participate in the research from time to time, especially during election campaigns, as well as to receive survey Results when sociologists conduct regular polls with citizens on important issues for Ukrainians.

To meet journalists’ need to better understand and interpret sociological data, DIF held six journalism trainings - “Possible manipulations with socio data in election period” - for six groups of regional journalists in Kharkiv, Donetsk, Vinnytsia, Dnipropetrovsk, Chernivtsi and Lviv. DIF designed and published the handbook “Sociology for Journalists.”

DIF’s expert discussion “Elections 2012: sociology and journalism” allowed leading sociologists and journalists to exchange thoughts and overcome gaps in journalistic understanding of sociological surveys and journalists’ expectations from sociologists.

DIF participated in several analytical live programs at TVi channel ([http://tvi.ua/vsi\\_lyublyat\\_garni\\_reytingi](http://tvi.ua/vsi_lyublyat_garni_reytingi), <http://tv.tvi.ua/program/bekeshkina-pidbir-kadriv-buv-zavzhdy-pohanyy.html>). DIF’s press conferences and 16 issues of the analytical bulletin “Focus on Ukraine” provided journalists and other interested audiences with objective survey data of the electoral preferences of Ukrainian voters, and regular professional analysis of the main political events within Ukraine.

## Activities

DIF produced nine issues of the weekly information-analytical bulletin “Focus on Ukraine,” each of which contained an overview of political events of the week and an analytical reference. It was published in Ukrainian and English and disseminated through the mailing list (480 addressees) and social networks (Facebook, Twitter), as well as posted on DIF website <http://www.dif.org.ua/en/index.htm>. DIF conducted three roundtables: 1) Election-2012: political structuring of society and prospects of multi-party system in Ukraine (October 1, 2012); 2) Election-2012: monitoring of electoral violations, equality of possibilities in mass media, readiness to protest (October 12, 2012); and 3) Sociology during the Parliamentary Election (October 12, 2012). **Audience:** political and media experts; civil society NGOs, journalists, representatives of parties’ headquarters. **Topics:** Ukrainian parties’ standards; citizens’ level of trust towards parties; evidence of falsifications; candidates’ access to media; manner of presentation of sociological survey Results in mass media.

DIF conducted six press-conferences: 1) Election-2012: who and why Ukrainians will vote for? Ratings, motivation of choice, goals of the public (October 8, 2012); 2) National Exit Poll-2012 (October 26, 2012); 3) Results of the National Exit Poll-2012 (October 28); 4) Presentation of the preliminary Results of the exit poll as of 6 pm on the Election Day (October 28); 5) Presentation of the preliminary Results of the exit poll as of 8 pm on the Election Day (October 28); 6) Interpretation of the National Exit Poll-2012 Results (November 7, 2012). **Audience:** journalists, political analysts, representatives of parties’ headquarters. Over 100 national and

regional media outlets watched the press-conferences on-line.

On December 18, 2012, DIF organized a national conference “NGOs, think tanks, and mass media: role in the electoral processes, challenges and prospects of cooperation.” **Key speakers:** Iryna Bekeshkina – Director, Ilko Kucheriv Democratic initiatives Foundation; Oleksandr Chernenko – Head of the Board, Committee of Voters of Ukraine; Olha Aivazovska – Coordinator of Electoral programs, “Opora” Civic Network. **Issues discussed:** NGOs’ accomplishments during the parliamentary election; prospects of the third sector’s Activities in a post-election society.

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## **Ukrainian Catholic University, Lviv (UCU)**

**Project Title:** Political Reporting Journalist School

**Sub-grant Timeframe:** September 1 - October 31, 2012 **Grant Amount:** \$5,869.00

### **Results**

UCU offered two master classes provided to the students of the Master’s Program in Journalism and the students of Ivan Franko National University; the classes focused on skills needed for political reporting and were taught by well-known journalists – Vitaliy Leybin, chief editor of the magazine “Russian Reporter,” and Sonya Koshkina, Ukrainian journalist and editor. Each workshop was attended by 30 journalism students, and 7 stories about the workshops were published online (<http://bit.ly/RHTkAC>).

Ten pairs of journalists (a graduate student and a journalist) were formed and sent to 10 polling stations across Ukraine. The teams produced 14 reports on the 2012 Parliamentary Elections that were distributed through national and regional media (<http://tyzhden.ua/Politics/63583>).

### **Activities**

Prior to the Parliamentary Elections UCU organized 2 workshops on political reportage:

- *“Reportage as Documental Drama” – 2-day workshop by Vitaliy Leibin, chief editor of the magazine ‘Russian Reporter, October 12-13th, 2012.*

The target audiences of the workshop were students and professors of the local Departments of Journalism and young professionals from regional media. Among 40 participants were students of the Master’s Program in Journalism (UCU) and other journalism programs of Lviv universities. 4 publications appeared online and 1 in a regional newspaper based on Leibin’s workshop (<http://bit.ly/Xu43nT>, <http://bit.ly/14e4mIL>).

- *“Peculiarities of Political Reportage in Online Media” - workshop by Sonya Koshkina, Chief Editor of “Livyy Berig” (on-line media), October 20<sup>th</sup>, 2012.*

40 students, journalists and teachers attended the workshop. Based on Ms. Koshkina’s lecture, 6 publications were prepared (<http://bit.ly/Us3f2W>, <http://bit.ly/12LE5jP>).

- *“Media Law” – workshop by Oksana Kuzenko, the head of the research department of Committee of Voters of Ukraine, October 22nd, 2012.*

The workshop aimed to teach journalists and graduate students their rights as journalists. The

event was attended by 20 people. The workshops were recorded and uploaded to UCU Youtube channel.

On the Election Day, 10 pairs (a journalist and graduate student) went to 10 different regions of Ukraine to cover the election process. The cities they visited play an important role in each of their regions and have political, ethnic or historical peculiarities. The journalists wrote 14 stories covering political, social and cultural issues of Mukachevo (Transcarpathia), Kosovo-Kosmach (Carpathian) Mirgoroda (Poltava) Uman (Cherkasy region ) Zolochiv (Kharkiv), Yenakieve (Donbass), Yellow Waters (Dnipropetrovsk), Ishmael (Odessa), Bakhchisaray, Sevastopol (Crimea) appeared in the regional and national media - <http://bit.ly/SIPs9t>, <http://bit.ly/V0LTKe>, <http://bit.ly/10VKnqM>, <http://bit.ly/16UCtB7>, <http://bit.ly/ZbdnxB>, <http://bit.ly/UkbBEEd>, <http://bit.ly/12LHPSy>, <http://bit.ly/10VKUZM>.

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### **Kherson Press Club (KhPC)**

**Project Title:** Kherson Choice 2012: debates on candidates' platforms

**Period of Award:** September 1 - October 31, 2012 **Grant Amount:** \$4,575.00

#### **Results**

Kherson Press Club organized 4 debates with single-mandate district candidates, experts and civic activists that were broadcast on the local channel YATB (<http://yatb.tv/>) in prime time that allowed citizens of Kherson and oblast to receive information on the candidates' programs thus making a better informed choice on Election Day.

#### **Activities**

- Kherson Press Club produced 4 debates that were broadcast on the local channel YATB (<http://yatb.tv/>) on Tuesdays at 6 p.m.
- The debates gathered single-mandate district candidates, experts and civic activists and each program was devoted to a specific issue.
- October 2<sup>nd</sup> – Environmental protection and safety of the nation
- October 9<sup>th</sup> – Social Policy: the vision and practice of political forces in Ukraine
- October 16<sup>th</sup> – Civil Society Development in Ukraine and the protection of fundamental civil rights
- October 23<sup>rd</sup> - The economic conditions of the state. Priorities for economic development of Kherson
- The programs can viewed here - <http://bit.ly/14vqjmD>
- KHPC produced 11 audio PSAs with the purpose of encouraging citizens of Kherson region to vote on October 28. PSAs were broadcast a total of 200 times on 4 radio stations during October 2012.

## **Lviv Press Club (LPC)**

**Project Title:** On line video blitz debates: candidates from Lviv single-mandate districts

**Sub-grant Timeframe:** May 1, 2012 - October 31, 2012 **Grant Amount:** \$14,980.00

### **Results**

During the last month of the project, LPC conducted 3 online video debates and 4 online expert meetings. Lviv Press Club increased public awareness of candidates' platforms and provided up-to-date local information to citizens. Candidates who participated in blitz-debates gained experience in public speaking, discussed their programs and received feedback from the citizens and networked with journalists.

LPC's successful example of holding blitz-debates may have encouraged other local media to launch their own programs in the debate format. For instance, Lviv State broadcasting company organized the debate program "Joust" a few weeks before the election TV channel "24" initiated their own debates.

On Election Day, LPC organized a 9-hour online informational marathon with the participation of up to 100 participants – candidates, public officials, political parties' representatives, CSO activists, national and international observers, and journalists (<http://bit.ly/17qHiFn>). This provided citizens an opportunity to follow the elections process in Lviv region and receive unbiased information.

### **Activities**

Lviv Press Club organized 3 online video-blitz-debates and 4 on-line video meetings. The debates and meetings were broadcast on the official press club's Youtube channel. In total, 10 candidates participated in the debates, received feedback from citizens and networked with local journalists. The citizens had a chance to ask questions via social networks and phone calls.

The weekly expert meetings allowed citizens to receive unbiased information from trustworthy sources in order to form their own opinion on the professional competencies of the candidates. The Press Club became a place of work for international observers who participated in the events. Each event was attended on average by 15 journalists representing local media of all kinds. Up to 6 materials appeared in the press after each event.

The partnering media, among which are "Shchodennyi Lviv" (<http://daily.lviv.ua/>), "Djerela Truskavtsya" (<http://djerela.com.ua/>), and "Brody.com.ua" (Brody), also broadcast the events.